

Responsibility to Communities

As a comprehensive biomass company creating new products and growing its businesses, the Nippon Paper Group manages broad expanses of forests and owns large-scale production sites, so it has significant impacts on local communities and the people who live and work in them.

Coexistence with these communities is critical to our own continued existence.



Planting trees at Marunuma Kogen

Indicators	Key Objectives	Performance (fiscal 2016)
Materiality: Coexistence with Local Communities and Society at Large		
Communication opportunities	Gaining understanding of the Nippon Paper Group's business activities, in local communities and society at large	Welcomed local school, neighborhood association and other groups for tours, and engaged in other activities, such as joint sponsorship of events
Evaluations by stakeholders	As a member of society, we shall proudly promote activities that contribute to social development. (Philosophy for social contribution activities)	Gathered various opinions and evaluations from stakeholders connected with our activities (To be used to improve activities)

Policy and Management

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Coexistence with Local Communities and Society at Large

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Policy and Management

The Nippon Paper Group engages in a variety of social contribution activities to garner the trust of and remain close to local residents.

Basic Stance

Coexisting with local communities, contributing to the advancement of society as a whole

As one of its members, the Nippon Paper Group aims to contribute to society as a whole. While continuing to provide needed products, we would like to play a useful role in protection of the global environment and in the advancement of culture and local communities. We are confident that building a consistent track record along those lines will earn the trust of society and allow us to continue our business activities in coexistence with local communities.

The initiatives we engage in, both inside and outside Japan, include cleanups of the areas around our mills and plants, support for vocational training in afforestation areas, and other locally focused activities; and operation of the School of Friendship for Forests and Paper, mill tours, and other activities making use of forests and other Group resources.

Philosophy and Principles for Social Contribution Activities

(established on April 1, 2004)

Philosophy

As a member of society, we shall proudly promote activities that contribute to social development.

Principles

1. We shall pursue activities that contribute to cultural heritage and development.
2. We shall pursue activities that contribute to conservation and improvement of the environment.
3. We shall pursue activities that contribute to the development of communities.

Specific activity themes

- Increase the community involvement of Group company mills and overseas affiliates
- Promote activities that effectively utilize the resources and expertise of each Group company
- Promote corporate citizenship activities in which our employees play an active role
- Effectively use the company-owned forests in Japan (about 90,000 hectares)
- Employ effective PR inside and outside the Group

Structure for promoting social contribution activities

The CSR Division takes the lead in promoting Group-wide social contribution activities. Each Group company appoints a person responsible for overseeing social contribution activities. Each responsible person develops a thorough understanding of social contribution activities undertaken to date, and works to upgrade and expand their content and details.

The Nippon Paper Group's principal social contribution activities

Principal activities	Specific examples	Page
Local community activities		
Cleaning activities	Appreciation event at Asahiyama Zoo	64
Local community safety and disaster prevention	Children's "emergency 110" patrol project (110 is the number to dial for emergency assistance in Japan)	—
	Traffic safety initiatives	56
	Participation in fire brigades	—
Preserving local community cultures	Supporting Asukayama Takigi Noh plays	—
Respect for indigenous people	Making wild herb habitat available to indigenous people	63
Holding and participating in local events	Participating in and sponsoring local events	—
	Opening of recreational facilities to the public	—
	Holding summer festivals and other events	—
Social welfare activities	Copier-paper sale in support of the Pink Ribbon Campaign	64
	Participating in and cosponsoring social welfare events	—
	Purchasing products made by social welfare groups	—
	Provision of a venue for a charity horse race	—
Community education	Holding of CSR lectures (public seminars)	—
Advancing science and technology	Supporting the Fujihara Foundation of Science	63
Disaster relief activities	Donations of money and emergency supplies	—
Environmental activities		
Tree planting activities	Marunuma Highland Tree-Planting	65
Preserving biodiversity	Utilizing the Group's cultivating cuttings in container tech	46
	Conducting business activities while protecting Blakiston's fish owl habitat	45
	Supporting the activities of the Shirane-aoi Preservation Group	46
	Promoting Fukushima Morino Chonai-kai activities	29
Environmental protection activities	River cleanup activities	63
Promoting recycling activities	Operating the Recycle Plaza Shiyukan	—
	Supporting the recycling activities of organizations	—
	Recycling Paper-Pak containers	43
	Recycling wood waste	—
Accountability to local communities	Environmental risk communication	34
Educational activities		
Providing opportunities to tour group companies and their mills	Mill tours and paper making	64
Utilizing company-owned forests	Holding the School of Friendship for Forests and Paper	65
Employment support	Internships, and programs that allow students to experience a workplace	64
	Sponsoring workshops	63
Classes taught by employees	Cooperation in teaching school classes	64
Music appreciation	Inviting students to concerts	—
	Baseball tournaments	—
	Ice hockey championships	—
Providing educational opportunities through sports	Cosponsoring the Fukuchiyama Marathon	—
Providing products to classrooms	Provision of paper products, printed materials and publications	—

Coexistence with Local Communities and Society at Large

Continuing to pursue business activities in coexistence with local communities

Employment Support

Case

Sponsoring workshops in line with local desires (Brazil, AMCEL S.A.)

AMCEL, which holds expansive land, strives to maintain harmonious relationships and to further dialogue with local residents. As part of that effort, it asked local communities what work- or daily-life-related topics they would like to learn about, and in 2014 began to host workshops based on the responses received.

In fiscal 2016, workshops were held on filtering water for drinking, baking bread, eating a healthy diet, farming fish, making traditional pottery, and knitting. Led by AMCEL-invited experts, these workshops took place in five areas, Amapá, Santana, Ferreira Gomes, Itauba, and Tartarugalzinho, and lasted 3-6 days each. Participants, who numbered over 600 in total, indicated that they were very pleased with the workshops and felt that what they learned would be useful in daily life.



Workshop on eating a healthy diet



Class on knitting

Environmental Protection Activities

Case

Cleaning up the Suikawa River (Kitakami Paper Co., Ltd.)

In fiscal 2004, Kitakami Paper Co., Ltd. embarked on activities aimed at cleaning up the riverbed of the Suikawa River, which the company uses to provide water for its operations and dispose of industrial wastewater. These activities take place once or twice a month and involve 20-30 of the company's employees and employees of affiliated companies. In the past, local residents had experienced problems that originated with wastewater from Kitakami's mill. In 2001, therefore, the company installed oxygen-activated sludge treatment facilities to stabilize water quality, and, in 2002, it entered into an environmental protection agreement with Ichinoseki City, the location of its mill, to strictly manage water quality.

In addition, the company meets annually with an organization of Ichinoseki community leaders focused on looking after the Suikawa River. In these meetings, the company has won praise from the citizens' group for its sincerity in acting to clean the Suikawa riverbed and control the quality of its wastewater.



Cleaning the Suikawa riverbed

Respect for Indigenous People

Case

Making wild herb habitat available to indigenous people (Chile, Volterra S.A.)

The Mapuche are indigenous people who have inhabited southern Chile since well before the arrival of Europeans and maintained their own distinct traditions and culture. In recent years, availability of native wild herbs the Mapuche value for medicinal purposes has declined with the development of land for agriculture, housing, and other purposes.

Volterra, as part of its preservation activities on company-owned land, is protecting habitat for the scarce herbs and has made it available for their use.



Nanco, a wild herb used by the Mapuche

Advancing Science and Technology

Case

Supporting the Fujihara Foundation of Science (Nippon Paper Industries Co., Ltd.)

Considered the "Nobel Prize of Japan," the Fujihara Award, presented by the Fujihara Foundation of Science, a public interest incorporated association, recognizes outstanding contributions to science and technology by Japanese scientists. Nippon Paper Industries lends financial support to the Foundation to promote science and technology.

At the 58th Fujihara Awards presentation ceremony, held in June 2017, Dr. Susumu Kitagawa, Deputy Director-General and Distinguished Professor at the Kyoto University Institute for Advanced Study, and Dr. Akira Isogai, a Professor at the University of Tokyo Graduate School of Agricultural and Life Sciences, were each presented with a certificate and gold medal, together with 10 million yen.



Dr. Susumu Kitagawa (center) and Dr. Akira Isogai (2nd from right)

Coexistence with Local Communities and Society at Large

Promoting Social Welfare Activities

Case

Copier-paper sales in support of the Pink Ribbon Campaign (Nippon Paper Industries Co. Ltd.)

In fiscal 2016, Nippon Paper Industries Co., Ltd. became an official supporter of the Pink Ribbon Campaign. The campaign, an endeavor aimed at raising breast-cancer awareness, is a project of J. POSH (Japan Pink-Ribbon of Smile and Happiness campaign), a Japanese NPO. To support the campaign, the Company launched a new brand of copier paper - Pink Ribbon PPC. Products sold under this brand include a pink ribbon, the symbol of breast-cancer awareness, on their packaging as a means of helping to boost recognition of the Pink Ribbon Campaign. Furthermore, the Company is donating a portion of the sales of Pink Ribbon PPC copier paper to J.POSH.

The Company is proud to have its copier paper - one of its longest-selling products - play a role in enhancing recognition of the Pink Ribbon Campaign.



Pink Ribbon PPC

Cleaning activities

Case

Appreciation event at Asahiyama Zoo (Nippon Paper Industries, Co., Ltd., Hokkaido Mill - Asahikawa)

Every spring, the Hokkaido Mill - Asahikawa holds a volunteer event to express appreciation for Asahiyama Zoo in Asahikawa City.

This event, which began in fiscal 2009, is also meant as a gesture of appreciation to the local community. In fiscal 2017, the ninth annual event drew participation from 130 mill and affiliated company employees and their family members.

Asahiyama Zoo is positioned on a slope and its paths become treacherously slick with snow and ice in the winter. The zoo, therefore, spreads sand on the paths to help prevent visitors from slipping and falling. In spring, after the snow and ice have largely melted, volunteers remove the sand for reuse the coming winter. Adults and even small children gather before opening time, perform their work using bamboo brooms and shovels, and finish before the first visitors arrive.



Volunteers removing sand at Asahiyama Zoo

Through this activity, the Hokkaido Mill - Asahikawa is making a valuable, ongoing contribution to the Asahiyama Zoo and local community.

Providing Opportunities to Tour Group Companies and Their Mills

In fiscal 2016, 14,374 people (including 6,884 students and teachers) toured Nippon Paper Group facilities worldwide.

Case

Welcoming local junior high school students to experience a workplace (Nippon Paper Development Co., Ltd.)

Since fiscal 2005, the Tokyo metropolitan government has held "Work Work Week Tokyo," an annual event that allows junior high school students to experience a workplace. This is an opportunity for every public junior high school student in Tokyo to take up to a five-day leave from school to experience a workplace - for example, in a local shopping district, manufacturing or other company, or public facility.

Nippon Paper Development Co., Ltd. operates Oji Ekimae Sun Square, a commercial facility in Tokyo's Kita ward. There, the company welcomes students from local junior high schools that have prearranged their visits, and lets them get a taste of a wide variety of jobs, beginning at the reception counter.

Following each year's event, polite letters of thanks are received from students. For employees these letters serve as additional motivation to maintain Oji Ekimae Sun Square as a place that is loved by, and continues to contribute to, the local community.



Inspecting and cleaning facilities at Oji Ekimae Sun Square

Case

Mill tour and classroom presentation (Nippon Paper Crecia Co., Ltd.)

Every year, Nippon Paper Crecia Co. Ltd.'s Kaisei Mill conducts a mill tour and gives a social studies class presentation to help local elementary school students learn about the people who work at the mill and what they do. In its most recent presentation, mill employees, responding to the school's request for a talk on the efforts and innovation that go into responding to consumer demands, explained how the mill makes products that meet consumer needs. They also let students handle samples of Kleenex® AQUAVEIL moisturizing tissues to feel the smooth, supple texture created in response to consumer feedback. After each presentation, all of the students send letters of thanks to the mill. They also recognize mill employees and greet them when they happen to see them. Building this kind of relationship with the local community is valuable and the Kaisei Mill will be proactive in maintaining it.



Kaisei Mill employee giving a classroom presentation

Corporate Identity Sharing

Conducting activities that enable local residents and employees to physically experience the essence of the Nippon Paper Group

Utilizing Company-Owned Forests

Case

Conducting the annual School of Friendship for Forests and Paper (Nippon Paper Industries Co. Ltd., Nippon Paper Development Co., Ltd.)



Walk in a forest owned by Nippon Paper Industries

The School of Friendship for Forests and Paper is a hands-on course on the natural environment utilizing forests (approximately 90,000 hectares) owned by Nippon Paper Industries in Japan. With the aim of introducing participants to the beauty and abundance of forests owned by the company, the school is also an opportunity to experience the connection between forests and paper, an essential item for everyday life. This initiative was first launched in the Sugenuma forest of Gunma Prefecture in October 2006.

The common programs that make up the school draw heavily on the knowledge and experience of employees. With Group employees serving as guides, for example, participants enjoy walking through the forest and making paper from twigs they pick up. Participants are gathered

Comments from elementary school children (September 2016)



A ceremonial photograph of all involved parties

We made paper from wood we picked up in the forest. Now I know how paper is made.

All the flowers and trees made me happy.

from general public with the cooperation of the Japan Philanthropic Association. Since its inception at the Sugenuma company-owned forest, through fiscal 2016, the school has been conducted 21 times, for a total of 700 participants, including parents and children, and students from local schools.

Since 2007, the Toyono School of Friendship for Forests and Paper has been held in Nippon Paper Industries' Toyono forest in Kumamoto Prefecture. Organized mainly by the company's Yatsushiro Mill, particular emphasis is placed on activities deeply rooted in the local community. One program of this school incorporates such activities as a mill tour and is one example of how activities are modified to accommodate the needs of each region.

Case

Marunuma Highland Tree-Planting 2017 held (Nippon Paper Industries Co., Ltd.)

Nippon Paper Industries is advancing initiatives aimed at leaving a thriving forest to future generations. As part of that effort, tree-planting activities were begun in the company's Sugenuma Forest in Gunma Prefecture in May 2010. The sixth iteration of this activity—the Marunuma Highland Tree Planting 2017—took place in May 2017. The number of participants—both Nippon Paper Group people and others, mainly from Tokyo—came to about 100 in all.

Under the guidance of staff, participants used transplanting trowels to plant 1,000 seedlings of six types of trees, including Japanese beech and Japanese oak.



Participants planting trees

This was a precious experience for kids and parents.

Shaping the Future with Trees