

# Feature 4



Approximately 10,000 people work at 18 Murata Group companies in China and South-East Asia, and because they generate approximately 50% of total sales, both of these regions are important for the Company. There, our overseas affiliates have been contributing toward local society, for example, making contributions to homes for the aged and orphanages and providing scholarships to technical training institutions.



## Seeking Unique Activities to Contribute Society and Local Communities

### Actively Supporting the Young Innovators of Tomorrow

Murata continues to blaze technological trails based on its slogan of being an “Innovator in Electronics.” By continuing to provide valuable products, we are contributing to the realization of a sustainable society. While continuing as innovators, we would also like to offer assistance to other innovators in a variety of fields.

This type of thinking led us to establish the Murata Science Foundation in 1985. In the years since, we have offered assistance to up-and-coming researchers and research bodies in natural science with a focus on electronics and in cultural and social sciences relating to internationalization. To date, the number of beneficiaries has been approximately 1,000 individuals and 500 groups, with our total donations at ¥1.3 billion.

The children who will change society for the better and create our future are also known as little innovators. Accordingly, we are continuing to use events and classes at elementary schools to increase levels of interest in science among children who will be responsible for the science and technology of tomorrow. Our support also extends to culture and sports, as illustrated by our sponsorship of the Wakaba Cup (National Elementary School Student Badminton Championship), which is now in its 24th year.



Welcoming local residents to a rhododendron appreciation ceremony held at the Yokaichi Plant

### Starting Forest Conservation Activities to Create a Rich, Green Local Environment

The conservation of natural environments and passing them on to future generations are very important issues in achieving a sustainable society.

Consequently, we are working to reduce the impact on the environment from our business activities and are pushing forward with the greening of our plants and technical centers. Throughout Japan, our aim is to have green factories in harmony with the regional communities. To this end, we have been planting trees and local grasses on our premises, greening higher areas than as are legally stipulated.

Furthermore, Murata started Murata Forest Activities in fiscal 2008—Japan’s first example of the Model Forest Movement proposed by Canada at the 1992 World Summit. This is regulated by the Kyoto Modelforest Association, which promotes these types of activities. In Kameoka-city, Kyoto, we have been maintaining broad-leaved forests, utilizing in wood-working and charcoal-making timber obtained by felling these forests, pruning and thinning coniferous trees, and making benches and seats from thinned wood.



Since 2004, Murata Electronics (Thailand), Ltd. has been making contributions to People's Hope Japan, an NPO engaged in HIV and AIDS prevention activities.



Murata Electronics North America, Inc. has cooperated with office and warehouse employees to donate bicycles, balls, stationery, dolls, and other items to children at Christmas.



## Employee Ideas and Participation in Activities that Contribute to Society and Local Communities

Murata has always made contributions to society and local communities. Murata is now creating new ways in which employees' ideas and participation can get the Company more involved in these activities.

In Europe, proceeds from the sale of old office computer screens have been donated to children's causes and used to sponsor school activities. In the United Kingdom, Murata Electronics (UK) Limited is supporting new regional businesses.



In Japan, Murata continues to contribute to local communities. For example, the Company established the Murata Manufacturing Prize for the Kyoto High Schools General Cultural Festival and providing assistance for cultural activities, as well as carrying out environmental education and natural science classes for children.



## Murata Services to Bring Joy to the Local Community

Under our philosophy of making our presence a source of joy and pride in the communities in which we operate, we have actively been involved in community activities. When implementing our charitable activities in local communities, we also pay close attention to the ideas of our employees and encourage their participation. Employees actively finding connections between residents and society and announcing what they would like to do, then building the network required to make their efforts a reality become assets for the employees themselves, and these also contribute to the spreading of the Company's societal and regional charitable activities.

For example, an employee who had the rank of an amateur Go (a Japanese board game) master thought, "I'd like to make a contribution to society through Go." This idea overlapped with Murata's desire to foster the capacity to think logically among elementary school students, bearers of our future, and thus was born the Murata Innovator Cup Elementary School 9x9 Go Championship (9x9 = 9x9 grid\*). The first year this was held, 50 people participated at the Murata Kyoto Head Office. Since the second tournament in fiscal 2007, the event has doubled, with approximately 100 elementary school students participating.

Murata also contributes to local communities overseas. In Singapore since fiscal 2000, employees of Murata Electronics Singapore (Pte) Ltd. have been volunteering for nursing care activities at homes for the aged. In Hong Kong, Murata Company Limited has been donating books to schools

and, through NPOs, has been contributing money to the less fortunate.

Based on the ideas of supporting innovators in a range of fields, working actively in environmental conservation, taking into account relationships with society in growing together with employees, and supporting the growth of even better local communities, we will continue to make contributions to society as an expression of our gratitude toward our stakeholders.

\*9x9 grid: A normal Go board is a 19x19 square; however, a 9x9 grid is easier for children and beginners to learn.

### Employee Perspective

#### High Hopes for Interaction between Society and Employees



**Kazunari Kamei**

Manager, General Administration  
Sec. 1, General Administration  
Dept., Corporate Administration Group

Previously, Murata's community support activities were largely financial, such as contributions and sponsorships, but from now, the Company will put more effort into activities in which its employees participate. Our hope is that employee participation in various activities will inspire wider interaction with society.