



Society and Local Communities

Under its slogan, "Innovator in Electronics," Murata aims to contribute to the development of society by supplying products of value, and to help enrich local communities through extramural support activities.

Social Contribution Activities: Approaches

Supporting Innovation in Various Fields

As a company that aims to be an electronics innovator, Murata would like to thank all its stakeholders for their support for its business activities and growth to date. We are committed to giving back to society through a range of social contributions.

We want our presence to be a source of pride and joy in the communities in which we operate. In that spirit, we work to foster "innovators" active in various fields at all our business locations, through a range of activities and regional community initiatives such as support for youth training, culture and sports activities, academic research, and environmental conservation.

Academic Support Activities

Grants for Academic Research Centered on Electronics

The Murata Science Foundation was established in February 1985, to contribute to development of scientific study through academic promotion. The Foundation provides financial aid for research that contributes to the improvement and development of science and technology mainly in the electronics field, and for research in the humanities and social sciences that contributes to the resolution of problems that accompany globalization. It also encourages international exchange among researchers.

In fiscal 2007, the Murata Science Foundation provided financial aid totaling ¥99.36 million for 79 research projects, 20 study groups, and 26 overseas dispatch programs.

Support for Educational, Cultural, and Sports Activities

Regional Community Culture Promotion Events

Murata supports the promotion of community culture and sports, particularly in the Kyoto area, where the Head Office is located.

During fiscal 2007, we staged a second Murata Innovator Cup Elementary School 9 x 9 Go Championship. Some 230 children and their parents took part in this event, and approximately 40 employees volunteered to help out with organization. In a new



The Murata Innovator Cup Elementary School 9 x 9 Go Championship, launched by a Murata employee. Murata also held a concurrent exhibit to introduce children to the wonders of science.

Murata contributed an inscribed monolith to the Ogura Hyakunin Isshu Project, which aims to hand down the culture of Hyakunin Isshu (100 poems by 100 poets) to future generations (Arashiyama-Sagano area, Kyoto)



initiative in fiscal 2007, Murata acted as a special sponsor of the Kyoto High Schools General Cultural Festival of Excellence Forum (First Kyoto General Culture "Climax"). We also unveiled the Murata Prize for support of worthy club activities in various fields by high school students. Murata continues to sponsor the Wakaba Cup (National Elementary School Student Badminton Championship), as it has done every year since 1992, the Lake Biwa University Ekiden relay race, and other sporting events.

Employee Perspective

Helping Children Compete in the Pure World of Go



Nobuhira Tanaka

New Technology & Products Development Group, Product Development Dept.1, Sec. 2

I have played go since elementary school, and in 2005 achieved the All-Japan Amateur Meijin and Honinbo titles (both are traditional Japanese titles given to the strongest go players). For 20 years, I put everything into this game, because I enjoy the feeling of being a hero. I would like to give elementary school children a taste of what being a hero or a heroine is like, and two years ago I began organizing the Murata Innovator Cup Elementary School 9 x 9 Go Championship. Whether you win or lose comes down to you. In the pure world of go, where there is no cheating or wrong decisions, I would like to give children a sense of the joy of carving out your own path and developing your own abilities.

Studying Science with MURATA BOY

With the lack of interest in science increasingly becoming a social concern, in fiscal 2006 Murata launched natural science classes for children aimed at sparking their interest in the subject. In the classes, the children learn in an easy-to-understand way how useful Murata's advanced technologies and electrical components are in everyday life, as well as explore mysteries and surprises of natural science. They also get an up-close look at the ever-popular MURATA BOY riding a bicycle.

In fiscal 2007, such natural science classes were held 65 times at our Head Office (accounting for 41 sessions), factories, and subsidiaries, and in their neighborhoods.

Explaining the electronic components used in MURATA BOY



Rhododendron appreciation at the Yokaichi Plant



Public tour at the Head Office



Contributions to Environmental Conservation

Teaching Children about the Environment

Murata launched its environmental education program for children in fiscal 2005 to raise awareness of this issue. In fiscal 2007, classes were given at our Head Office and business locations to a total of 3,550 children from 56 schools.

In these sessions, environmental representatives from the Company's staff explain current issues and Murata's global warming and 3R (reduce, reuse, and recycle) activities. These events, sometimes delivered in the form of quizzes pitting groups against each other, are highly popular and leave children with a real understanding of the importance of environmental issues. You hear comments like, "I would like to tell my mother what I learned today."

Greening Activities for Harmony between Local Culture and Nature

Murata's 10-point Green Basic Policy, deriving from the legacy of our founder, Akira Murata, who loved nature, goes back over 20 years. Based on a policy of enrichment and sustainable development of regional cultural life as a matter of social responsibility for the Company, we encourage greening activities in harmony with regional communities at our facilities across Japan. We also organize blossom-viewing for local residents when the flowering season arrives.

In fiscal 2007, six of our factories, including Kanazawa and Okayama Murata, first had an inspection under the Social and Environmental Green Evaluation System (SEGES)* for their achievements in creating and using green spaces in an environment-friendly way.

* The Head Office, and the Yokohama, Yokkaichi, and Yasu facilities have been certified under this system.

Toyama Murata opens its new gardens to the public



At Kanazawa Murata, we supply welfare facilities with apples harvested from orchards within the plant premises.



Open-air greening lesson for elementary school children



Elementary school children learn about biotopes at Okayama Murata Manufacturing

Communications with Local Communities

Plant Tours and Displays at Local Events

In fiscal 2007, we held tours at plants in Japan for elementary school children and local communities.

In addition, the Head Office, Izumo Murata, Fukui Murata, Sabae Murata and other facilities participated in community environmental events six times in all and showcased Company environmental initiatives. We also highlighted the importance of environmental conservation to our visitors. We plan to expand and continue such activities.

Donations

Donations to Causes in Japan and Overseas

As part of our commitment to making our presence a source of pride and joy in the communities in which we operate, Murata makes donations to causes in Japan and overseas.

In fiscal 2007, we donated a total of ¥11 million, which went to fund operations of Peoples' Hope Japan, a non-profit organization working on HIV and AIDS prevention in Thailand, as well as to various local Japanese schools in China and victims of the Noto Peninsula and Niigata-Chuetsu earthquakes.

Employee Perspective

Fostering the Desire to Serve the Local Community



Alex Lim
Assistant General Manager,
Murata Electronics
Singapore (Pte.) Ltd.

Once a year, we recruit volunteers for the annual visit to the Villa Francis Home for the aged. Employees and their families sing songs along with the residents, assist with meal preparation, and collect donations to support the home.

These activities, launched in 2000, foster a spirit of sharing and caring among employees, as well as giving them a good chance to get involved in local community service.

Letters of thanks sent by children attending science lessons

