

Creating a Forest for the Future

To protect the global environment, we need to realize a sustainable society and pass it on to future generations. As part of our efforts to achieve this, Murata strives for forest conservation.

Murata Forest Activities

On April 18, we held fiscal 2009's first session of the forest conservation activities, in warm, sunny conditions, in the "Murata Forest" located in Miyazaki-cho, Kameoka City, Kyoto Prefecture. The Murata Forest program is aimed at forestation to contribute to global warming prevention. The program is also intended to help our employees and their families have a sense of accomplishment and satisfaction, by offering opportunities to engage in forest preservation and various other activities. To launch the program, an agreement was concluded in July 2007 among the Kyoto Model Forest Association, Kyoto Prefecture, Kameoka City and Murata. After due coordination with local conservation groups and other parties concerned, we have carried out the Murata Forest program almost monthly, since June 2008. The program held on April 18 involved 68 voluntary participants, comprising employees and their families. Under the guidance of members from local forestry cooperatives, Kyoto Prefecture and Kameoka City, participants enjoyed oyster mushroom fungus planting, after forest improvement activities, including tree thinning. They had a very good time

participating in forest conservation activities, as exemplified by their comments. These include: "I've participated in all the Murata Forest programs held so far, I'm happy to see that forest growing up more every time I come here." "I felt that I should join this program, as I'm working on environmental activities at the Company." "I came here because I hope for my child to have various experiences."

Toyama Murata Manufacturing also started its Murata Forest program in November 2008, at the entrance of the Tateyama Mountain Range, in Kamegai, Toyama City. Participants planted 100 seedlings of Siebold's beech in a forest that had suffered damage by ambrosia beetles (*platypus quercivorus* Murayama). Even if we plant 100 seedlings, only two or three will be able to grow into large trees. It takes 50 or 100 years to restore and grow a forest. Murata will continue to encourage employees to work on voluntary and sustainable activities, including forest conservation.



The area where the undergrowth and dead twigs were cleared away was used for mushroom cultivation.



Seedling planting by Toyama Murata Manufacturing employees and their families. Since their growth is a very gradual process, seedlings should be cared for on a long-term basis.

Aiming at Activities in Which We Can Refresh Ourselves While Reviving Forests

To launch the Murata Forest program, we were first very careful in choosing the place for the activities, so that the program would attract as many participants as possible. We therefore looked around various places searching for an ideal location, and finally found the present location of "Murata Forest." Along with convenient access and facilities, this location features the warm hospitality of local residents, creating an atmosphere that makes us

feel like we're at our grandparent's country home. Since the Murata Forest program began just two years ago, participants have still struggle with handling unfamiliar tools. However, they have learned the importance of forest conservation and the pleasure of working while enjoying fresh forest air, also gaining many valuable lessons from this program. We will steadily continue the Murata Forest program, aiming to make it more enjoyable so that we can refresh ourselves while reviving the forest.

Environmental Management Dept.
Murata Manufacturing Co., Ltd.

From left to right
in the back row:

Hideo Kamino
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Education to Raise Children's Environmental Awareness

Murata not only takes into account environmental needs in conducting business and supplying products, but also makes a positive environmental contribution through its social activities. One example is our environmental education programs for elementary and junior high school students. At Murata's Head Office as well as local business locations, we hold environmental lessons on such themes as "global warming" and "3R (reduce, reuse, and recycle) activities," in cooperation with elementary and junior high schools in respective regions.

Murata employees visit schools as lecturers to give these environmental lessons. In response to requests from local schools, we also invite children to our sites, where they observe first-hand how our energy-saving and waste separation measures are implemented. Taking Tome Murata Manufacturing as an example, up until 2008, the company has provided environmental lessons for about 200 pupils of six elementary schools. The immediate goal of Tome Murata is to invite children of all the 27 elementary schools located in Tome City.



Our environmental classes, held in the form of quizzes, are designed to promote children's active participation. These classes sound so lively and interesting that some employees working in nearby rooms come to see the classes.