

# 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

### Murata’s Basic Policies for Activities to Contribute to Society and Local Communities

Murata aims to continue being a company that is open to society and local communities, and that wins their trust. Making effective use of its resources (employees, expertise, facilities and fund), Murata constantly makes contributions to society and local communities.

Commitment to Society	Commitment to Local Communities	Commitment to Employees
We will pay attention to social challenges and practice corporate philanthropy taking advantage of Murata’s characteristics.	To make our presence a source of pride in the communities in which we operate, we will fulfill our roles and responsibilities according to the regional needs and characteristics.	We will value employees’ ideas and participation, encourage and support individual employees to actively seek connections with society and local communities.

### Murata’s Prioritized Fields of Activities to Contribute to Society and Local Communities

As a manufacturing company, Murata promotes activities attaching importance to passing its manufacturing expertise on to future generations, fusion of traditional craft and science, and environmental protection. As a local community member, we also stress contribution to local communities. Special focus is placed on support for fostering young “innovators” who will play the leading role in the future.



Handing on manufacturing expertise	Under its slogan “Innovator in Electronics®,” Murata has produced various electronic components. Based on the manufacturing spirit and technologies we have developed thus far, we will impart the wonders and mysteries of science to the next generations, and thereby help nurture human resources who will play the leading role in the future.
Environmental protection	Aiming to contribute toward the realization of a truly rich human society, we develop and produce products. However, we cannot deny that our production activities and our products themselves are unintentionally affecting the global environment. Through our business activities, we will not only seek to reduce environmental impact, but also take proactive measures to protect the richness of the natural environment.
Fusion of traditional craft and science	Murata has produced its original products, applying the most advanced technologies while making use of the wisdom derived from traditional ceramics. We will explore unlimited possibilities of the fusion between traditional craft and technologies, and support the activities to open up a new frontier.
Contribution to Local Communities	Under our philosophy that “we want our presence to be a source of pride and joy in the communities in which we operate”, we aim to be a company that wins trust and respect from local residents and that reassures them.

## Promoting Educational, Cultural and Sports Activities

### Regional Community Culture Promotion Events

Murata continues to sponsor the Wakaba Cup (All Japan School Children’s Badminton Tournament), as it has done every year since 1992, the Lake Biwa University Ekiden relay race, and other sporting events held in the local communities. In 2008, we staged the third Murata Innovator

Cup (Children’s Go Championship), which was launched at the initiative of a Murata employee. Some 130 children and their parents took part in this event, and approximately 55 employees volunteered to help out with organization.

### Greening Activities Harmonized with 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 2008, six of our factories, including Kanazawa and Okayama Murata, were newly certified 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, Yokaichi, and Yasu facilities have already been certified under this system.



Camellias in bloom were made available for public viewing at Izumo Murata Manufacturing.





## Communications with Local Communities

### Opportunities for Workplace Experience at Murata Group Companies

Himi Murata Manufacturing held a program titled "14-year-old Challengers" to offer opportunities for one-week workplace experience to second-year junior high school students, who have become more active in a wider field. The company also accepted second-year high school students and gave them valuable work experience prior to their job search, under an

internship program. Fukui Murata Manufacturing participates in a program held annually in August by local junior high-schools to have students visit companies and learn through work experience, as part of their integrated studies. In 2008, 28 students visited Fukui Murata, where they enjoyed first-hand experience in working at actual workplaces.

## 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 2008, the Murata Science Foundation provided financial aid totaling ¥130.0 million for 83 research projects, 23 study groups, and 43 overseas dispatch programs.

## Donations

### Donations to Causes in Japan and Overseas

In fiscal 2008, Murata donated ¥2 million to victims of the Iwate-Miyagi Nairiku Earthquake. Also, we gave a matching gift of approximately ¥11 million in total for victims of the Great Sichuan Earthquake. The gift was made by combining voluntary donations from Murata Group employees with the donation from the Company. Murata Electronics (UK) Limited has joined the charity activities conducted by a British charity organization called "Comic Relief." Participants of the campaign wear plastic/foam red noses or red clothes which are available in exchange for a donation. Part of the charity proceeds will be

donated to causes in the U.K. as well as in Africa and other regions.



Employees who participated in a Comic Relief charity activity.

### Promoting Eco Activities to Contribute to Local Communities

At Hakui Murata Manufacturing, we have pushed forward with its Eco Activities, aimed at environmental preservation and social contribution. In the course of such activities, we began to enjoy exchange with preschools in the neighborhood. At Christmas, we collected the picture books, videos and other materials for infants that remained no longer used in our households, and gave them to these preschools. In return for our presents, preschool children sang songs for us, creating really heartwarming moments. Though our Eco Activities are still in their infancy and small in scale, we will steadily continue doing what we can do for the local communities.

Hakui Murata Manufacturing Co., Ltd.

From left to right in the back row:

Yukie Tanbo  
Yuko Kousaka  
Yoko Kaji

From left to right in the front row:

Masami Miyata  
Kaori Nakahashi  
Mayumi Yonezawa



### Activities to Support Reconstruction following the 2008 Great Sichuan Earthquake

Immediately after the occurrence of the Great Sichuan Earthquake, Murata Group companies in China started to come up with measures to support the disaster victims. Employees voluntarily raised funds in their companies. Combined with the relief money from the companies and the donations from employees, we donated approximately 496 thousand yuan in total. Moreover, to support victims, Murata Group companies in China counted up the number of our employees originally from Sichuan Province, and made inquiries about earthquake damage suffered by their families, to whom we sent relief money. We also kept close contact with our customers in the disaster-affected areas, and made the utmost efforts to help them resolve problems.

As a member of Chinese society, we are working actively to fulfill our social responsibilities. I believe that such philanthropic spirit and activities will surely continue.



Xia Haiyan

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