

# Environmental Communications

NGK is working to step up environmental initiatives both by conveying information on our environmental conservation activities and impact, and by seeking the views of stakeholders and working to deepen mutual understanding and acceptance.

## Participation in EPOC

NGK is actively supporting activities as a member of the Environmental Partnership Organizing Club (EPOC), which was established to create a recycling-based society through cooperation among more than 300 companies in the Chubu region of Japan.

In December 2007, we furthered community relations by holding guest lecturer classes on water resources and water usage for elementary school students in Shanghai, China, and in Oita and Aichi, Japan, at the Asia Child "Water" Summit, which was a part of the 1st Asia-Pacific Water Summit sponsored by Oita Prefecture.

The class for elementary school students in Aichi Prefecture featured interactive communications involving discussions and experiments related to water resources and water usage.



A scene from the guest lecturer class

## Support for Community Environmental Education

An employee from NGK gave a lecture on environmental conservation initiatives being conducted by the Company for participants in an environmental education course sponsored by the City of Nagoya's Lifelong Learning Center.

The participants were very interested to learn about the latest environmental conservation technologies being implemented by NGK.



The instructor from NGK lecturing in front of the course participants

## Environmental Communications with Local Residents

In November 2007, the Chita Plant invited local residents to tour its facilities and participate in a presentation on the plant's production and environmental activities.

The goal was to give local residents the opportunity to directly see the types of products NGK makes and the processes used to make them in order to facilitate further understanding and support for our business activities.



A presentation being given to local residents at the Chita Plant

## Participation in Team Minus 6%

Team Minus 6% is a national project to reduce greenhouse gas emissions by 6%, which is the commitment Japan has made under the Kyoto Protocol, an agreement established to prevent global warming. NGK has been participating in the project and carrying out related activities since 2005.

In addition to our various energy conservation initiatives at offices and production sites, in 2007 we began creating household environmental accounting ledgers as a new initiative for employees and their families. These ledgers are intended to facilitate awareness of global warming away from the workplace and encourage employees to reduce carbon dioxide emissions together with their families. The ledgers allow employees and their families to track day-to-day CO<sub>2</sub> emissions. This has led some households to conserve energy in hot water heating and air conditioning and drive their cars less frequently.



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Awareness of environmental issues has begun to blossom in Japan in recent years, so I was excited to participate in the environmental household ledger program. The program of course helps to raise awareness of the environment, but it also helped generate discussion within my family. I hope that even more employees will give the program a try.