



# Corporate Citizen Activities and Education

## Corporate Citizen Activities

We have taken the phrase "Be With" as a key word for our involvement in the community. Each of our employees to take their responsibilities to the community, and encourage the volunteer activities. We intend to continue extending these volunteer activities, as a means of establishing our trust and reliability in the mind of the local community. We are also a corporate member of the Japan Keidanren 1% Club, and support their activities at a national level.

### Volunteer activities in the local community

#### Voluntary grass-cutting at the Hirahara Genji Firefly Park

Aisin employees, with the cooperation of department general managers and assistant managers, work as volunteers to organize traffic on the roads and car parks surrounding the Hirahara Genji Firefly Park located in the mountains of Nishio City, where one of our plants is located. This activity is carried out during the firefly season (June) each year. In the autumn, section managers cooperate in cutting the grass in the park, in order to conserve an environment in which the fireflies can live and breed. In this way, Aisin contributes to the preservation of an environment in which fireflies can be seen each year.



Hirahara Genji Firefly Park - volunteers cutting grass

#### Kaisho Forest Nature Trails for Parents and Children

Through reaching out and touching nature, children and adults alike experience the importance of environmental conservation. The Aichi branch of the Wild Bird Society of Japan organized a nature trail during the summer holidays (August) in Kaisho Forest. Participants told us that they had been able to "experience the importance of environmental conservation first hand, which was very enjoyable."



Parent and child nature trail at Kaisho forest

#### Clean Energy Mini-Seminar (Building Solar Cars)

We held a Clean Energy Mini-Seminar for 80 elementary school pupils, to help them learn about energy saving, in July, using easy-to-understand video presentations. The children were also involved in the challenge of building a small-scale, solar-powered car. Participants were excited to see the solar cars actually run, and at the same time learned much about resources-saving and energy-saving, which they will be able to reflect in their daily lives in the future.



Clean energy mini-seminar

#### "Kono Yubi Tomare" Volunteer Group Meeting

Every year in June, around 200 representatives from among employees and members of local institutions and groups gather together at the "Kono Yubi Tomare" meeting, to give employees and local residents an opportunity to do volunteer work and to share information. The morning session is based on interchange between participants, with teams being formed, and the afternoon session consists of local group activities being introduced through booths, in which participants can get involved and experience various activities.



"Kono Yubi Tomare" volunteer group meeting

## Communication

Aisin disseminates its environmental information through Regional Discussion Meetings, which allow our information regarding our corporate environmental activities to be better understood by the communities surrounding our plants.

### Regional discussion meetings

During FY2002, we have held regional discussion groups, including members of the local community and the governing authorities from the areas surrounding each of our plants.

At these meetings, we are given the opportunity to explain the work that we are doing to conserve the environment in each of our plants, and our ahead-of-target reductions in PRTR-applicable substance emission, as well as our work cleaning soil and groundwater. We also offer participants the plants tour to deepen their understanding of our work.



Regional discussion meeting

### AISIN com-center

Aisin opened a new pavilion, the "AISIN com-center," which is designed to be a communication center to link the community customers, and the Aisin group companies in November 2001. The center displays a wire frame demonstration car, incorporating about 200 items of our representative products manufactured by the Aisin Group, and also displays explaining the Group's innovative products and technologies.

There is also an environment area that explains our environmental conservation activities and policies as well as the current challenges we are facing.

In addition, the AISIN com-center utilizes gas engine driven heat-pump air conditioner, a gas engine driven cogeneration system, and a rooftop garden, which makes it an extremely environmentally friendly building.



New pavilion "AISIN com-center"



Environment corner

### Activities dedicated to the community

Aisin developed an aerosol can crushing machine, as part of its work to reduce emissions from its plants to zero. This can crushing machine is structurally designed to avoid the danger of explosion when crushing aerosol cans. Aisin has presented one of these machines to Anjo City, in which one of its plants is located, and it is now in use in educating citizens regarding environmental matters.



Aerosol can crushing demonstration



Presentation of certificate of thanks for aerosol can crushing machine