

Communication

Fiscal 2011 Topics

- The CSR Report 2011 and site-specific environmental reports have been issued.
- Local cleaning activities were held at each site.

Basic Philosophy

For The NGK SPARK PLUG Group to continue its business operations, it is essential to improve our coordination with local communities and build trust with society. We feel that the best way to build this trust is to provide information on the Group's environmental activities, and we are endeavoring to disclose information in an accurate and easy-to-understand way to improve communication.

Observing Environmental Activities

We accept plant tours for observation of our environmental efforts and facilities. A deeper understanding of our Group's activities and better communication are achieved by seeing our facilities firsthand and engaging in question and answer sessions. In fiscal 2011, we hosted eight plant tours, with a total of 333 participants.

Conservation of Biodiversity

The NGK SPARK PLUG Group recognizes that biodiversity is essential for a sustainable society, and has established the Biodiversity Action Guidelines in order to reduce the impact of the Group's use of energy and resources, emissions of substances of environmental concern, and other business activities on biodiversity.

Donating to Tree-Planting Activities

Part of the proceeds from the autumn "Change to an Eco-Plug!" campaign held from October to December 2010 was donated through the local forest cooperative to tree-planting activities in Aibetsu-cho in Hokkaido Prefecture. Our donation enabled the planting of 50 seedlings of white birch, *Quercus crispula* Blume, rowan and other trees.



The tree planting

Report on Environmental Activities

The Group issues a CSR Report (formerly the Environmental & Social Report) and site-specific environmental reports to provide a better understanding of our environmental preservation activities. We will continue to aim for the disclosure of accurate and easy-to-understand information.



CSR Report 2011



Site-specific environmental reports (Japanese Only)

Environmental Meeting

We host environmental meetings with local residents as a venue for communication. At these meetings, we explain our daily environmental activities as well as hear opinions and comments from participants on how we can improve things. In fiscal 2011, we hosted 8 such meetings, with a total of 19 participants.



Environmental meeting (Nansei Ceramic Co., Ltd.)

Local Clean-Up Activities

[Details](#)

We regularly hold clean-up activities to preserve the local environment. We also continue to participate in beautifying activities hosted by local municipalities, etc. In fiscal 2011, a total of 1,031 people participated in such activities.



Clean-up activity (Headquarters and Nagoya Plant)