



With Local Communities and International Society

Highlights

We Conveyed the Importance of Traffic Safety and Environmental Conservation



During class

As a company involved in the automobile industry, NGK Spark Plug (Shanghai) Co., Ltd. wants to reduce the number of traffic accidents and promote awareness of environmental issues. Based on these desires, our employees visited schools for children of migrant workers and taught classes in traffic safety and environmental conservation. Hundreds of students at five schools took the classes.



Creating and distributing textbook with plentiful illustrations

Voice of Social Contribution Organizer

We are continuing our activities to ensure the safety of children

In 2013, we began traffic safety and environmental conservation education at schools for children of migrant workers. We expect children to become more careful about traffic safety and to learn the importance of environmental conservation. We increased the number of schools by two in 2014 and when they have time left over, our staff tries to work as crossing guards near the schools and make sure the children return home safely.



Donghui Jiang
General Administration Dept.,
NGK Spark Plug (Shanghai) Co., Ltd.



After class



Expanding Our Locally Rooted Philanthropic Activities both in Japan and Abroad



NGK SPARK PLUG CO., LTD.

Held a musical event and invited families displaced in the 2011 Great East Japan Earthquake and currently living in Nagoya, as well as children from the local areas.



NGK SPARK PLUG CO., LTD. Komaki Plant

Obtained the naming rights to the pedestrian bridge in front of the plant and named it Nittoku Iwasakihara Omoyari (Compassion) Pedestrian Bridge in the hope of preventing accidents.



NGK SPARK PLUG CO., LTD. Ise Plant

Received students on social studies field trips from neighboring elementary schools, gave them an overview of the plant and showed them the manufacturing process of the knock sensors.



NGK SPARK PLUG CO., LTD. Miyanojo Plant

At a tag rugby tournament aimed at elementary school students in the town, held a rugby school put on by some of the rugby team members.



Bujias NGK de Mexico S.A. de C.V.

Donated food and drinks to people affected by flooding due to Hurricane Ingrid and Hurricane Manuel.



NGK Spark Plugs SA (Pty) Ltd.

Because inadequacy of the educational infrastructure is a cause of unemployment and poverty in South Africa, we are investing in education and training programs.



NGK SPARK PLUG CO., LTD. Komaki Plant

As members of a company involved in the automobile industry, we regularly stand in the street and hold up placards encouraging drivers and pedestrians to practice traffic safety.



NGK Spark Plugs Malaysia Berhad.

Employees regularly engage in cleaning to maintain the environment around the company and the plant.



NGK Spark Plugs (UK) Ltd.

Provide clothing and products to a Motocross Challenge Project that supports young riders.