

Social Contribution



Basic Activity Guidelines on Social Contribution



Following our corporate mission "Committed to the global good," we have identified five areas of focus in our basic activity guidelines.

Basic Activity Guidelines on Social Contribution



1. Action on global humanitarian issues

As a globally active enterprise, ITOCHU Corporation shall take proactive approaches to humanitarian issues around the world and help to build a better, more humane world.



2. Environmental conservation

ITOCHU Corporation shall vigorously pursue activities of environmental conservation and contribute to sustainable social advancement.



3. Community contribution

As a good corporate citizen, ITOCHU Corporation shall construct favorable relationships, and harmonize its business, with local communities.



4. Growth of future generations

ITOCHU Corporation shall conduct activities to support the sound development of youth as tomorrow's leaders and work for the emergence of fulfilling and vibrant communities.



5. Support for volunteer work by our employees

ITOCHU Corporation shall provide positive support for the activities of social contribution by each and every one of its employees.

Social Contribution Activities



ITOCHU Foundation

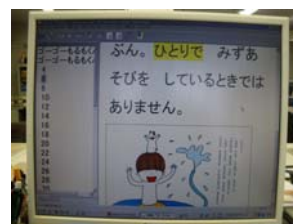
Growth of future generations

ITOCHU has promoted social contribution activities aiming for the sound development of young people since setting up the ITOCHU Foundation in 1974.

In addition to its present projects, the foundation searches for new opportunities to help that match the needs of the times. Current projects include subsidizing the development of children's literature collections (including subsidies for library development at schools and supplementary schools for Japanese nationals overseas), and promoting the development of an e-book library.



Reading aloud from a subsidized book (Higashi Motomachi library, Tokyo)



Onscreen e-book

For details, please refer to the webpages of the [ITOCHU Foundation](#)

Providing aid to areas affected by major natural disasters

Action on global humanitarian issues

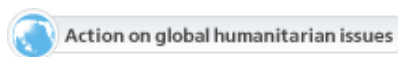
For humanitarian reasons, we donate money and provide supplies for the emergency relief of people affected by natural disasters.

By collaborating with local branch offices and related organizations, we provided the following aid.

Recent examples

Flooding in Gansu Province, China	¥10,000,000
Flooding in Pakistan	¥3,000,000
Flooding in Australia Approx	¥8,000,000
Flooding in Brazil	¥5,000,000
Earthquake in New Zealand Approx	¥1,800,000
Great East Japan Earthquake	¥400,000,000

Support activities for the World Food Programme (WFP)



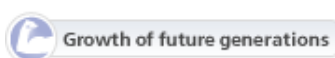
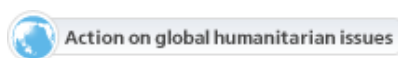
With the hope of alleviating hunger and poverty worldwide, we have been serving as a council member of the Japan Association for the WFP, a nonprofit organization that focuses on building support in Japan for the World Food Programme and its hunger relief operations.

Every year, employees of the ITOCHU Group participate in Walk the World in Yokohama. Since 2007, we have made a panel exhibition introducing WFP activities at our Tokyo head office.



WFP fund-raising

Support the “House for Youth” in Philippines of NGO “Kokkyo naki Kodomotachi (KnK)”



We support the activities of “Kokkyo naki Kodomotachi” (KnK: meaning Children without Borders), an NGO that supports street children, children who are victims of major disasters, and other children in developing countries. On December 11, 2009, renovating was completed for House for Youth, made possible through support from ITOCHU. Located in the outskirts of Manila (Philippines), House for Youth is a home that helps young people become independent. It was also put to



House for Youth re-opened after renovating



Children in the House for Youth

effective use as an emergency evacuation center when typhoons hit the Philippines in September 2009. Moving forward, the home will provide a wide range of support to approximately 1,000 young people per year.

KnK Reports From the Philippines

KnK’s support activities in the Philippines based around House for Youth are growing. In addition to housing 14 children, House for Youth is also used as a venue each month for computer skills training, a youth development program and development seminars for mothers. We aim to continue using House for Youth as a base for expanding our community activities to support youth and people living in slums.



Together with the staff members of KnK

ITOCHU baseball class



Growth of future generations

As part of nurturing young people, thinking that we want to give disabled children the opportunity to challenge themselves in a variety of activities, and that we would like to help create opportunities for them to explore their own potential, we have sponsored the classes since 2007.

The instructor Kazuya Yano, former pitcher for the Yakult Swallows, covered a lot of ground, from sportsmanship, basic movements and other fundamentals that are difficult to master by practicing at home, to catching fly balls and practicing pitching. Expressing a common sentiment, one child who participated said, "I am happy because it was the first opportunity for me to use some of this gear. From now on I want to practice more." The event is very popular with everyone including the children, their guardians and the volunteers.



Children practicing

Activities at the Branch Offices

Branch offices in and outside of Japan proactively promote volunteer activities. For further details, please refer to ITOCHU's Social Contribution Report.

Supporting Independent Activities by Employees

We have created a system of "Volunteer Holidays" to support the activities of employees. In addition, we support the activities of Fureai No Network, a staff volunteer organization.

Volunteering in Collaboration with External Organizations (NPOs, NGOs)

We assist in the recruitment of volunteers to participate in the activities of external organizations.

Reports on Social Contribution Activities (From April to December, 2010)



April

■ Biodiversity seminar at the 2010 new employees' training

We invited Ms. Yumiko Kawamura, Director, Fundraising & Marketing Communications of WWF Japan, and listened to a talk she gave about what biodiversity was about and what we needed to care about. Rather than simply listening to the lecture, the participants had been given an assignment in advance and corrected their answers on this day. The event turned out to be very stimulating. In a friendly atmosphere, they learned about biodiversity in a way that was easy to understand.



■ Briefing for Borneo Tree-Planting Tour (Tokyo, Osaka, and Nagoya)

We spent four days holding briefings for the tour at both Tokyo and Osaka Head Offices and Nagoya Branch. On April 13, we invited Dr. Noko Kuze from the Wildlife Research Center of Kyoto University and took part in a seminar on the ecology of orangutans and the reality of Borneo. Her lecture using videos had a great impact on the audience, and made it clearer than ever the reason why we needed to protect Borneo's forests.



■ Participation in a tree planting activity in South Korea

On April 10, 20 staff members of ITOCHU Korea, including its president and vice president, took part in "tree planting for the future generation."

After arriving at the site of the subsidized "forest of world peace" in the Yeongjong Island of Incheon, the participants received an explanation about forests and how to plant trees before going ahead and planting pine species in Korea.

Pebbles mixed in with the soil made the job very tough. But the participants helped one another and felt a sense of fulfillment through the teamwork of achieving a common goal.



■ ITOCHU International and ITOCHU Prominent USA employees volunteered to clean up New York City park

On a sunny Saturday in April, a team of 24 volunteers from ITOCHU International and ITOCHU Prominent USA clean up the Flushing Meadows Park in Queens, New York, located between the NY Mets Stadium and the US Open Tennis center. The team cleaned up garbage along the shoreline and painted the benches.



May

■ Small environmental tour to learn about Lake Biwa

On May 15, a total of 24 people including staff members of our affiliates and their families visited the Harie area of Shiga Prefecture to view kitchens named *kabata*, and planted trees in the World Citizens' Forest park where the tree planting activity had also taken place two years ago. In Harie region, the culture of water and water-usage called *kabata* remains since a long time ago. The spring water is drawn into the house and into a pond on the premises with the cleanest water being used for drinking and cooking. The grains of rice stuck to the tableware after a meal are fed to carps in the ponds and after the water is purified it is flowed into the town's river.



■ First Volunteer Field Work at Saitama Farming Village (rice planting and taro potato manuring)

A total of 60 people, including staff members of our affiliates and their families, planted rice in the Sagiyama area of Saitama-shi. Abounding in the scenery of traditional countryside, this area has excellent access to large cities; it is just 20 minutes by car from Omiya and Urawa. Despite this advantage, many of the fields lie idle due to a shortage of younger farmers and other factors.



Children, covered in mud, earnestly planted rice. They used a furnace and firewood to cook rice for lunch. The day was filled with new experiences for them.

■ Participation in the Gaienmae cleanup campaign for "Akasaka Aoyama Utsukushii Machi, Manner no Machi" (Akasaka and Aoyama Beautiful Towns of Well-mannered People)

On May 27 and 28, ITOCHU employees participated in the cleanup campaign organized by the Minato ward eco-conscious consortium. The area we cleaned up this time were the streets around the Gaienmae station.

■ Accepting university students from China for a one-night homestay

ITOCHU supports and cooperates with the "Get Closer to Japanese Companies and Feel Japan" Project sponsored by the Japanese Chamber of Commerce and Industry in China. ITOCHU provides volunteers who host students from China. The project was established with the purpose of inviting Chinese university students, especially those who are likely to be future leaders and to help enhance their understanding of Japan and Japanese companies. Two families from ITOCHU volunteered this time.



■ ITOCHU scholarship students' workshop and satoyama preservation volunteer

On May 28, 45 ITOCHU scholarship students gathered at the Tokyo head office for a workshop and get-together. Following on May 29, the 45 students and 9 ITOCHU Group junior staff traveled to Hinode-Machi in Tokyo's Nishitama district to participate in thinning a bamboo forest, as part of a *satoyama* (rural environment) preservation project.



Upon their arrival, they received instructions from local volunteers before donning safety helmets to charge in the bamboo forest. The hill sides were steep, and also muddy and slippery from the drizzle that day. Once their work was done, the volunteers enjoyed the challenge of various bamboo crafts using the bamboo they had cut themselves. While in the past, bamboo was an integral part of everyday life, declining use of bamboo in recent years has left bamboo stands in many rural areas neglected, and they often overrun other property. Bamboo's rapid growth also means regular maintenance is needed to keep it in check.

Through this project, the scholarship students and ITOCHU staff not only gained an awareness of the importance of *satoyama* preservation, but were able to deepen their own relationships with one another. Going forward, we plan to conduct similar joint volunteer projects between our scholarship students and staff about once a year.

■ Tokyo Sports Festival for the Disabled

Since 1994, staff members of ITOCHU have served as volunteers in the sports festival for the disabled, and the Food Company provides drinking water for the event.

This year, a total of 7 volunteers from ITOCHU together with their friends supported athletes from *Soleil Hana no Sato*, a facility for people with the developmentally challenged.

June

■ “Looking at our city from a high place”—Off-campus class for 3rd year students at Aoyama elementary school in Minato Ward

This year again, 22 third-year students from Aoyama Elementary School visited the Tokyo head office on June 3. The purpose of this off-campus class is to look at the city they live in from a high place and to know what is in their city.



■ A trip to Disneyland with disabled children

On June 4, 5 volunteers from ITOCHU participated in the KIDS Project 2010. Some of the volunteers were assigned the role of a steering committee, and others were assigned the role of an attendant. Since the project was cancelled last year due to the outbreak of influenza, the satisfaction of finally having the great experience they would have enjoyed last year made the children's smiles all the brighter.

■ Participation in “End Hunger: Walk the World”

On June 6, 87 ITOCHU employees and families participated in the charity walk for alleviation of child hunger “Walk the World” organized by The World Food Programme (WFP) and Japan Association for WFP. Starting together under a sun that was as hot as the height of summer, participants enjoyed walking through the atmospheric city of Yokohama.



■ AED Seminar by the Japanese Red Cross Society

Four times a year, we held seminars by the Japanese Red Cross holds at the Tokyo head office, and the first seminar for this year was held on June 16. 31 employees took part and learned about first-aid procedures using an automated external defibrillator (AED).



■ Participating in the JP Morgan Chase Corporate Challenge in Central Park in New York (ITOCHU International Inc.)

On June 17, 44 runners/walkers of ITOCHU International Inc. and ITOCHU Prominent USA were among 15,000 participants from 373 companies participating in the 34th Annual JP Morgan Chase-organized Corporate Challenge to support the Central Park Conservancy. Members of our team donning ITOCHU-blue T-shirts enjoyed the 3.4 mile run/walk inside the Central Park.



■ Blood Donation Drive and Bone Marrow Donor Registration (Tokyo)

The Japanese Red Cross Society conducted a drive for blood donations at the Tokyo head office. A total of 158 employees cooperated in the blood donation drive and 18 employees registered as bone marrow donors.

July

■ The 2nd Saitama farm volunteer activity (weeding in a paddy field and crawfish fishing)

The seedlings planted in May had grown nicely. The participants listened to an explanation about a weeding tool named a *takosuriki*, before stepping into the paddy field without taking off their socks. The paddy fields need frequent weeding because no chemical herbicide is used. After the weeding, everyone went to a nearby canal for crawfish fishing. It was a great catch. Many crawfish were caught in the first cast. However, we heard that once the canal is paved with concrete, no crawfish or other fish can live there.



After the volunteer activity, some of the participants stayed on the farm and enjoyed digging potatoes and picking blueberries.

■ Volunteer activity to cover grapes on the Kimura grape farm in Setagaya

On July 10, 26 people took part in an activity to cover grapes with bags. Covering grapes one by one while keeping both arms raised is a very strenuous job to do. But this job can only be done by hand. The participants experienced a little bit of the hard work that is the daily life of farmers. Allocated to wine grapes located in lower areas, children covered them one by one just like grown-up participants did.



■ Participation in Komae Waterfront School: Cleaning of Tama River, preparation of spawning bed for dace, and river safety class

On July 11, a total of 34 people, including staff members of our affiliates and their children, joined local children in the waterfront school. It was another hot and muggy day, and looked like it might rain.

First, they walked to the riverside while viewing the biotope maintained by local people. They competed in picking up riverside garbage before putting on a life jacket and entering the river to prepare the spawning bed. To their surprise, they saw some fish coming to the bed only 30 minutes after the preparation work was over.

The gathering was closed with what every child was waiting for: the safety class. Mr. Ken Nakamoto, the lecturer, gave the participants a simple and fun explanation about what to do in the event that you are washed away in the river.



■ Volunteering to make preserved flower corsages for the disabled

On the occasion of the lobby concert at the Tokyo head office on July 27, 26 employees volunteered to make preserved flower corsages to present to everyone from the Agape Center. Volunteers say that with this activity, they can be help of others and have fun at the same time.



■ 2010 ITOCHU LOBBY CONCERT

Every year we invite people from the Agape Center* to a concert held in the lobby of the Tokyo head office. This year, 26 people including staff were able to enjoy music played by the New York Symphonic Ensemble. Volunteers of the ITOCHU Group helped out by guiding the guests to the lobby.

* Comprehensive social services for persons with disabilities under the auspices of the Japan Church World Service



August

■ A charity bazaar at the Asahi Beer Evening

On August 3, we held a charity auction and bazaar at the annual event Asahi Beer Evening. This year, the proceeds and contributions were donated to a youth assistance facility "Wakamono-no-ie" (House for Youth) located outside Manila and run by a Japanese NGO, *Kokkyo naki Kodomotachi* (Children without Borders, KnK). The facility was rebuilt on December 2009, under financial support from ITOCHU.



■ A visit to your parent's workplace: the 2nd gathering of the Chemicals, Forest Products & General Merchandise Company

The 2010 Summer Holidays Kids Project was held on Tuesday, August 17.

Like last year, children of 32 of our employees experienced the commuter rush hour with their parents and learned the proper greeting from new recruits in the morning. The children looked nervous while practicing the greetings in the office.

The highlight of this year's event was the workshop held at the Minato District Aoyama Elementary School, under the guidance of theater director Ms. Minato

It was not long before the nervous children were relaxed and made new friends. In the afternoon, they were divided into groups to write and perform a short play.



This year's event was about teamwork, a sense of achieving goals and self-expression.

The office visit in the evening gave the children the opportunity to see how their fathers and mothers usually work, which helped renew their views on parents.

Having started under a concept of making children learn how their moms and dads look different during working hours, the project was in its second year and improved to a higher level.

■ Users of neighboring facilities invited to the Jingu-gaien fireworks (Tokyo head office)

On August 19, the annual fireworks event took place in the Jingu Stadium located by our Tokyo head office. We invited the children who use the neighboring facilities to the event.

They jubilantly enjoyed watching the fireworks displayed in front of them.

September

■ Donating Items through "First Night Kit Program" in New York (ITOCHU International Inc.)

In summer, ITOCHU International Inc. volunteers collected hygiene items (soap, shampoo, conditioner, toothbrushes, toothpaste, ect.), socks, notebooks, pens and small toys for kids for the "First Night Kit Program" run by Jersey Cares. Jersey Cares is a community based organization in New Jersey. They collect these items for domestic violence shelters, runaway safe havens, and foster homes. By the end of summer, ITOCHU International, Inc. donated 3 boxes (moving size) of these items to the Program.

December

■ Donating Christmas Gifts to Foster Children through Angel Tree Program in New York (ITOCHU International Inc.)

ITOCHU International Inc. sponsored the "Angel Tree Program" organized by the Forestdale Foster Home, a non-profit agency that assists children and their families in the Queens area of New York by providing foster care placement, adoption and mentoring services. ITOCHU staff volunteered to purchase and wrap gifts written on angel shaped decorations on the Christmas tree in the company's reception area. Each angel decoration had the name of a child along with the gift the child wished for. In the case of very young children, gifts the care givers had deemed suitable. ITOCHU International Inc. donated as Christmas presents to 30 children, aged from 2-month to 18-year old, a wide range of gifts from gift cards and coats to iPods, scooters, walkers, etc. The children were delighted with the gifts, says the Thank You letter sent by Jersey Cares.



■ Visiting Orphanage with New Year presents ("CIECO Azerbaijan" Rep. office of ITOCHU OIL Exploration (Azerbaijan) Inc.)

CIECO Azerbaijan is rendering assistances to refugees, orphanages and disabled every year by means of the variety of donation. End of December 2010, three staff members visited the Orphanage House to interact with disable children, and deliver the presents. Smile of these children are so pure and sincere, so all members of ITOCHU shed a few tears.



Reports on Social Contribution Activities (From January to March, 2011)



January

■ Donating New Calendars to Various Organizations

We donated new but surplus calendars to kindergartens in Saitama and various similar institutions in Tokyo.

■ Participation in the Akasaka Aoyama Campaign for a Clean Town with No Littering

ITOCHU employees participated in the Akasaka Aoyama Campaign for a Clean Town with No Littering on January 27 and 28, joining forces with employees from neighboring companies to clean up the area in front of Gaienmae Station.

February

■ Blood Donation Event Held (Osaka Head Office)

A blood donation event through the Japanese Red Cross Society was held at the Osaka Head Office building. Sixty-five people participated.

■ Charity Sale of Valentine's Day Chocolate

On February 8, we held an in-house charity sale of chocolate with assistance from the Food Company. This year, the renowned entertainer and mathematician Peter Frankel volunteered to assist the sale. Mr. Frankel supports various needy groups as an individual, and not only sold chocolates alongside ITOCHU employees but also gave a marvelous street performance. All proceeds from the sale were donated to the NPO Kokkyo naki Kodomotachi ("Children Without Borders") and will be used to fund educational support activities for deprived children living in the "House for Youths" that was recently completed in Manila.



■ Handmade Stuffed Toys Given to Children in Developing Countries

Twenty-three employees participated in the Happy Toys Project, which is focused on making handmade stuffed toys. Now in its fourth year, the project is run in cooperation with FELISSIMO CORPORATION.



■ Kids' Day in KidZania Koshien

On February 16, we held a family event at the Osaka Head Office and KidZania Koshien. ITOCHU booked the entire KidZania Koshien complex for the day, and invited 850 children from local elementary schools in Chuo ward, Osaka, and children of employees to join the event. The children spent a fun day trying various activities in the facilities and pavilions, as well as learning about different types of work.



Before visiting KidZania, 50 employees of the ITOCHU Group and their children assembled at Osaka Head Office. There they divided into two groups for a tour of the ITOCHU workplace. The tour offered the children a chance to see the offices where their parents work, the staff cafeteria, and the executive boardroom. The goal was to help them to understand the importance of working, and foster deeper communication within families.

March

■ ITOCHU Donates ¥400 Million to Aid Victims of the Great East Japan Earthquake

ITOCHU Corporation has decided to contribute ¥400 million in aid to help the victims of the Great East Japan Earthquake. Moreover, we are prepared to offer as much support as we can, depending on the needs that arise in stricken areas as the situation progresses. We offer our heartfelt sympathy to people in the disaster-hit areas and hope for a swift recovery.

■ Collecting Employee Donations for the Great East Japan Earthquake

On March 15 and 16, 2011, we held a two-day emergency drive to collect donations from employees in the B1 basement lobby of our Tokyo Head Office. Further donations were collected at other ITOCHU sites in and outside Japan, bringing the total amount collected at the end of March to ¥8.15 million. Donations collected within Japan were given to the Japanese Red Cross Society, and those collected outside Japan were given to overseas Red Cross societies or similar organizations, to be used for the support of people in the areas affected by the disaster.



■ Material Aid for Disaster-hit Areas

In addition to providing ¥400 million in monetary aid, in March ITOCHU also helped to supply food, clothing and other living essentials to the affected areas, including the following.

1. Clothing
10,000 items of underwear, children's clothing, and towels are currently being shipped and distributed in Miyagi Prefecture.
2. Emergency dwellings and rooms for indoor installation (TECCEL products)
These are currently being shipped to emergency shelters in Higashi Matsushima City. Plans are to use them for changing rooms and other purposes.
3. "Spam" precooked meat (Canned meat)
1500 cases (36,000 cans) of spam have been shipped to the prefectures of Iwate, Miyagi, and Fukushima.



All the material supplies from ITOCHU mentioned above were secured and delivered in response to requests from the prefectures.

■ Indonesian Children Send Messages of Encouragement through ITOCHU INDONESIA

Employees at PT ITOCHU INDONESIA have long provided support to local children forced to search through refuse as a way to help their families survive. When these children heard about the Great East Japan Earthquake, they wanted to send a message of thanks and support to the people of Japan in return. Although they had no money to spare for donations, the children sent letters of support together with drawings addressed to the people living in the disaster zone.

