

Social Contribution

As a good corporate citizen, in addition to the CSR initiatives through our businesses, we contribute to realizing a more prosperous society through various social contribution activities.

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 next 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.

Great East Japan Earthquake Reconstruction Support

Fostering Recovery Over the Long Term

Immediately after the Great East Japan Earthquake, ITOCHU began to provide emergency support to the affected areas, including ¥400 million in monetary donations as well as apparel, food, and other goods.

From May 2011, to make it easier for employees to participate in volunteer activities, we expanded the number of days for volunteer leave from 3 days to 5 days, and instituted a system under which the Company pays for travel, board, and other expenses. By the end of June 2012, a total of 120 people had used this system.

In addition, we established the Great East Japan Earthquake Recovery Assistance Site on our intranet. This site provides information on volunteer activities and reports from employees who have participated in volunteer activities. We are using this site to keep employees informed about support activities for fostering recovery over the long term.

Report from an Employee Volunteer



With other volunteers

Yuichi Yasura
volunteered in February 2012
Temporarily transferred to ITOCHU
CHEMICAL FRONTIER Corporation

"Thanks to everyone's support, there are sufficient supplies of material goods. However, there is still a lack of volunteers. At first, many people came, but as time has passed that number has dwindled. At this point it is not possible to predict how many years it will take." That was the opinion recently voiced by the people of Rikuzentakata and Kesenuuma. "Hands" are something basic that we all have, but right now there is a shortage of them. When we work together the capabilities of the united group are greater than the sum of our individual capabilities. I would definitely like to participate again.

Growth of Next Generations: The ITOCHU Foundation

ITOCHU conducts ongoing support for the "growth of next generations" through the ITOCHU Foundation, which was established in 1974.

Providing Subsidies for Children's Literature Collections

In fiscal 2012, children's literature collection subsidy activities included not only subsidies for the purchase of children's books and the 100 Children's Books Subsidy but also emergency support for areas affected by the Great East Japan Earthquake. We also actively pursued activities to subsidize literature collections at Japanese schools and supplementary schools overseas, as well as in Japan, providing support to 52 schools.

Promoting the Use of E-Book

In fiscal 2011 the Foundation began to promote the development of an e-book library that utilizes PCs for children with disabilities who are unable to read conventional books. The Foundation has revised the scope of this project, which is now focused on making it easier to read for more children. The Foundation has provided, at no cost, 38 works to about 500 locations throughout the country, such as schools for children with special needs.

Activities to Restore the Tropical Rainforests and Conserve the Ecosystem of Borneo

ITOCHU has run a program to restore the tropical rainforests and conserve the ecosystem of Borneo since 2009 in cooperation with the World Wide Fund for Nature Japan. The ITOCHU Group is supporting the regeneration of 967 hectares and has completed the reforestation of 432 hectares as of the end of December 2011.

Providing a Place to Learn about Environmental Conservation at KidZania Tokyo

From April 2012 we have provided an "Eco-Shop" pavilion in KidZania Tokyo, which is a facility for children to experience diverse occupational and social activities. The pavilion will function as a place where children can learn about environmental conservation from a global perspective through activities based on the MOTTAINAI Campaign, which seeks to build a sustainable and recycling-oriented society. In addition, the amount equivalent to one tree sapling for planting is donated to the Green Belt Movement for each child who participates.



Children have fun learning about the environment through activities making personal wrapping cloths, eco bags and personal chopstick sets