

CSR Initiatives

The aim of Mitsui Chemicals Group's CSR activities is to establish ourselves as a "good and trustworthy company" that is trusted by society and that makes every one of its employees feel proud and motivated. To achieve that, we need to think constantly about what society wants from a "good and trustworthy company," both now and in the future, so that we can continue to act and take on new challenges accordingly.

In addition to setting out financial targets from the economic axis every year, as part of our medium-term management targets, since fiscal 2008 we have set out and worked towards targets in environmental and social axis for the Mitsui Chemicals Group as well.

Our approach to becoming a good and trustworthy company



Key CSR Challenges

To live up to the requirements and expectations of our stakeholders and society as a whole, and to ensure that every member of the Mitsui Chemicals Group is moving in the same direction, we have clearly set out our Key CSR Challenges for the year ahead and intend to promote CSR via initiatives in every department.

<Key CSR Challenges for Fiscal 2012>

Create a "strong frontline" to

1. Provide safety, reassurance, and stability
2. Focus on technology, business and products to help to resolve global issues
3. Improve employee awareness and conduct as a trusted corporate group

In order to achieve its vision of becoming a good and trustworthy company, the Mitsui Chemicals Group holds two-

way communication discussion led by each line organization to promote frank and open dialogue.

Social Contribution Activities

The Mitsui Chemicals Group engages in a wide range of activities guided by its Social Activities Policy. Here, we present two examples of our efforts to contribute to the development and prosperity of society.

1. Wonders-in-Chemistry Class

The Wonders-in-Chemistry Class is a Companywide initiative that aims to provide support for the future generations who will go on to become the scientists of tomorrow. Through a series of onsite science classes and summer holiday events, Mitsui Chemicals will continue to share with elementary and junior high school students in the areas surrounding its offices the wonders and joys of science.



Wonders-in-Chemistry Class in "Kids Engineer"

2. Disaster Relief Activities

Mitsui Chemicals initially began our disaster relief activities as a result of suggestions from employees who wanted to help those affected by earthquakes and other major disasters by providing them with useful Mitsui Chemicals products. Mitsui Chemicals has been called into action on several occasions and most recently to provide relief to those affected by the Great East Japan Earthquake that struck Japan in March 2011. Support was provided in conjunction with NPO through the delivery of the Company's products, including polyurethane mattresses, plastic water containers, food wrapping films, and waterproof tarpaulins.



Loading of polyurethane mattress

Initiatives Aimed at Eliminating Accidents and Occupational Injuries

The Mitsui Chemicals Group made eliminating accidents and occupational injuries its highest priority in fiscal 2011. Working diligently to promote a variety of measures, the Group was successful in preventing any major accident that impacted the regions in which it operates. However, we have not yet been able to fully eliminate leakage and related incidents and are increasingly conscious of the need to implement additional measures. Recognizing our failure thus far to meet the established target for occupational injury frequency, in order to achieve the world's highest levels of occupational safety, we took steps to ensure improvement.

Mitsui Chemicals' Stance on Safety

The Mitsui Chemicals Group has continued to position the elimination of accidents and occupational injuries as the top priority of its 2011 Mid-Term Business Plan.

With the ultimate goal of achieving the world's highest level of occupational safety, the Group established "giving priority to safety in everything we do" as an item in our corporate action guidelines and the Group has made efforts group-wide to ensure that "safety comes first."



Practical safety training at Technical Training Center in Mobarra City

Stance on Accidents and Injuries

The Mitsui Chemicals Group is actively engaged in efforts that meet its established abnormal phenomenon and accidents: zero occupational injury target. At the same time, the Group is endeavoring to bolster its leakage- and accident-prevention capabilities. Specifically, the Mitsui Chemicals Group is focusing on facility countermeasures to ensure zero occupational injuries. Working to enhance leakage- and accident-prevention capabilities, the Group is promoting as a part of its contingency plans technical solutions that draw on past examples of incidents, disaster training that includes comprehensive disaster-preparedness drills in conjunction with local communities, and evacuation drills in the event of a tsunami, and other related initiatives. In 2006, the Group built the Technical Training Center, which provides regular hands-on training with the goal of developing operators with strong safety skills. Through these and other endeavors, the Mitsui Chemicals Group is placing considerable emphasis on training and enhancing safety awareness.

Fortunately, there was no serious damage to the Group's production bases and facilities following the recent Great East Japan Earthquake. The Group's ability to bring about the safe emergency shutdown of manufacturing equipment is a measure of the quality of its facilities, the capabilities of its operators and technologies, and its insistence on regular training. Looking ahead, the Mitsui Chemicals Group will continue to focus on safety in its efforts to garner the trust and confidence of the broader society.



Firefighting training at an overseas affiliate company