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Basic Approach

We believe that contributing to the development of local communities and building strong relationships of trust are crucial to conducting stable business activities and creating improved products and services.

Zeon's Approach to Social Contributions

We believe that social contributions are essentially carried out through our core businesses. As a corporate citizen, however, the complex set of issues faced by society and company activities are not independent of one another. We are therefore undertaking social contribution activities outside of our core businesses to engage with society from a broader perspective.

In addition to planning activities related to supporting reconstruction from the Great East Japan Earthquake and common initiatives across Zeon plants and Group companies, CSR activities have consistently been undertaken independently by Zeon plants and Group companies, with all such activities developed with a focus on their synergistic benefits.

Furukawa Scholarship

The Furukawa Memorial Foundation is an incorporated foundation with a 57-year history of granting scholarships to Japanese and foreign students in science and engineering majors experiencing financial hardship to encourage them to continue their education. We are maintaining our involvement in the foundation to assist its activities.

To date, the Foundation has awarded scholarships to a total of more than 3,300 people.

Social Contribution Activities

Great East Japan Earthquake Reconstruction Support

Volunteering to support Great East Japan Earthquake reconstruction

We invite employees to sign up for restoration volunteer tours open to the public and send employees on the tours on an ongoing basis. We cover the full cost of the tours to encourage employee participation (canceled in FY 2021 due to the COVID-19 pandemic).

Zeon Charity Bazaar

In the context of restrictions on movement and behavior associated with the COVID-19 pandemic, a bazaar was held in an online format at Zeon Group companies in Japan. At the bazaar, employees supplied items to be sold within the Group, with all the proceeds from the sale of these items, together with an additional donation from the company, being presented to an NPO in Iwaki City, Fukushima.

Eat and Root for Restoration

We are supporting the recovery of industries by actively using food grown in disaster-affected areas (provision of menus featuring food from the Tohoku region at the employee cafeteria in the Takaoka Plant on the 11th of every month).

Common Group Initiatives

Holding of Chemistry Experiment Classrooms

Based on the motto of "nurturing future Nobel Prize winners in chemistry," we hold chemistry experiment classrooms in various areas to communicate the appeal of chemistry to children. In FY 2021, while we were not able to be as proactive as we have in the past due to the COVID-19 pandemic, we implemented events including Youth Science Festival in Yamagata and Science Festa in Oita.

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Zeon Chemicals Yonezawa participated in the Youth Science Festival in Yamagata. Participants used flasks and beakers for a distillation experiment with herbs, to enjoy a virtual experience of working at a chemical plant.

Green Purchasing of Office Supplies

As part of our green procurement initiatives, we are pursuing efforts for green purchasing of office supplies at Zeon Group companies in Japan. In FY 2021, green purchasing accounted for 47% of total purchases for all Group companies.

Independent Projects

Many other activities conducted with local communities are described in the Site Reports.

Site Reports

<https://www.zeon.co.jp/en/csr/sitereport/>

Support for Education

Zeon's plants and Group companies offer assistance to educational institutions with internships for high school, technical college, and university students, by welcoming plant tours by school groups, and by sending special instructors to give lessons at schools. In FY 2021, internships and plant tours were gradually reinstated even in the midst of the COVID-19 pandemic, with 18 plant tours held, and 69 interns hosted by Group companies in Japan.



Facilities Tour at the Mizushima Plant



Internships (on-site training) at the Tsuruga Plant

Dialog with Communities

Plants participate in community dialog as part of the Responsible Care Council activities and communicate information on environment-related improvements, safety, and disaster preparedness during plant tours for representatives of local government authorities and for community residents.



Responsible Care community dialog at the Kawasaki Plant



Zeon Chemicals (Thailand) Co., Ltd was recipient of the CSR-DIW 2022 Award, from the Department of Industrial Works (DIW) for the sixth consecutive year since 2017, in recognition of it being a company with outstanding CSR activities.

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Holding and Participating in Community Events

Zeon attaches great importance to our ties with local communities. Zeon's plants and Group companies hold various events, including summer festivals, and welcome opportunities to participate in community events.



Autumn festival at the Mizushima Plant

Community Cleanup Activities

With the goal of being useful to and benefitting local communities, Zeon's plants and Group companies conduct community cleanup campaigns around their sites and beyond. In FY 2021, there were a total of 500 participants in 31 cleanup campaigns held in Japan, despite restrictions associated with the COVID-19 pandemic.



Participation in Kehi-no-matsubara coastal cleanup by the Tsuruga Plant



Participation in Lake Biwa citizen cleanup activity by Zeon Polymix



Participation in winter group cleanup project in Shunan City by Tokuyama Plant and Zeon Yamaguchi

Maintaining a Harmonious Relationship with the Local Community

We engage in collaborative activities with local communities in each region.



Zeon Advanced Polymix Co., Ltd in Thailand has maintained volunteer cleanup and donation activities over the course of many years. The photograph shows a donation of COVID-19 vaccinations to neighborhood residents.

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Information Disclosure

Communications Approach and Framework

We conduct public relations activities to promote accurate understanding of our philosophies, approaches, and various undertakings by stakeholders and the public, and thereby increase recognition of Zeon and become more known and trusted in the world.

Public Relations Committee

The Public Relations Committee discusses and sets policy related to internal and external information disclosure based on sustainability management.

Information Disclosure

Website

- Communicates information relating to the company, IR, products, and employment, etc.

Advertising and PR

We conduct advertising and PR activities aimed at enhancing the Zeon brand.

TV commercials

- Currently on air on terrestrial TV broadcasting (Regions: Kanto region and Toyama, Fukui, Okayama, Yamaguchi, and Kagawa Prefectures) and BS TV broadcasting (Regions: National)
- TV commercials for Asia are broadcast throughout Southeast Asia via satellite TV programs



New TV commercial broadcasting since October 2022

Radio commercials

- Regions currently airing: Kanto area, Toyama Prefecture, Fukui Prefecture, Okayama Prefecture

Newspaper ads

Newspaper ads were rolled out in conjunction with TV commercials. In addition, newspaper ads for recruitment purposes were created and deployed.

