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Basic Approach and Initiatives

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 2012, we launched CSR Core Projects, which are initiatives we selected from proposals submitted by Zeon Group companies. The CSR Core Projects are activities

that focus on social contributions outside the scope of our core business operations and provide employees with an opportunity to turn their attention toward social issues.

We plan and develop activities in three broad categories: 1) various activities related to supporting reconstruction from the Great East Japan Earthquake, 2) shared projects conducted across multiple Zeon's plants and Group companies, and 3) projects conducted independently by Zeon's plants and Group companies. We are developing these activities with a focus on their synergistic benefits.

Targets and Results

Enterprise Blueprint for 2020 To meet the expectations of society	Details of current activities (■: Completed, △: Ongoing)	Future initiatives and targets
Active promotion of volunteer activities	<ul style="list-style-type: none"> △ Volunteer tour supporting reconstruction of the Tohoku region △ Upgrade and enhance the system for promoting volunteer activities (Volunteer leave system) △ Introduce volunteer activities and promote and support participation in them (volunteering to support reconstruction from earthquakes, etc.) △ Donations and charity activities (Japan Platform, Red Cross, etc.) 	<ol style="list-style-type: none"> 1. Raise employee awareness for social contributions <ul style="list-style-type: none"> • Conduct CSR education including CSR informational sessions • Establish a social contribution policy for the entire Zeon Group (e.g., on water) 2. Create a system to support volunteering (volunteer registration system, etc.) 3. Find opportunities for social contributions from exchanges with local councils of social welfare, nongovernmental organizations, and nonprofit organizations
Building positive relations through activities to foster coexistence with local communities	<ul style="list-style-type: none"> △ Develop CSR Core Projects (social contribution activities by Group as a whole, among locations, and at individual worksites) △ Maintain good community relations and have community exchanges <ul style="list-style-type: none"> • Sponsor and participate in community festivals and events including summer festivals at plants • Community cleanup activities • Plant tours (receive plant visitors, internships) 	<ol style="list-style-type: none"> 1. Develop the CSR Core Projects based on a defined Zeon Group activity policy Review social contribution activities (Whether to revise the recipients or the targets, and in the case of the targets, revise from the viewpoint of contributing to the 17 SDGs) 2. Maintain and expand exchanges with local communities 3. Through dialogue with stakeholders including local communities, identify expectations from society, the current level of meeting those expectations, and set targets
Business continuity • Independent business continuity management (BCM) activities (establishing a BCM system, periodically revising BCM through drills and other means, etc.) are conducted throughout the Zeon Group, and have become established and reinforced		<ol style="list-style-type: none"> 1. Continue reinforcing and exploration efforts in the Research and Development Division and business divisions

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Furukawa Scholarship

The Furukawa Memorial Foundation is an incorporated foundation with a 50-year history of granting scholarships to Japanese and foreign students 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 3,236 people.

CSR Core Projects

The CSR Core Projects are activities that focus on social contributions outside the scope of our core business operations.

Status of CSR Core Project Initiatives

Project	Detailed initiative	FY 2020 target
Support for Great East Japan Earthquake reconstruction		
Participation in reconstruction volunteer tours	Started in October 2012 66 tours as of March 2020 (total of 538 participants) Disaster recovery assistance (Minamisanriku, Rikuzentakata), agricultural assistance (Iwaki), fishing industry assistance (Kesenuma), etc.	Continue the initiative (Frequency target: 1-2 times per month)
Eat and Root for Restoration! campaign	Support the recovery of industries by eating foods grown in the disaster-affected areas Offer a menu of Tohoku-grown foods at the employee cafeteria and Z Plaza (employee lounge)	Continue the initiative
Participate in building a forest embankment to protect lives*	Support for and participate in tree planting for Heisei-no-mori in Otsuchi Town (sponsored by Yokohama Rubber and Otsuchi Town, Iwate Prefecture) since FY 2013	The tree planting was concluded in FY 2015. Maintain our ties with Otsuchi Town through activities including post-planting maintenance
Shared projects		
Chemistry Classroom	Summer vacation events and classes where local residents conduct experiments while touring our locations Head Office: Children's summer holiday chemical experiment show (every year from FY 2013 to FY 2017) Tokuyama Plant: Experiment classrooms during industrial tourism tours for parents and children Zeon Chemicals Yonezawa: Experiment classrooms at the Youth Science Festival in Yamagata Takaoka Plant, Kawasaki Plant: Experiment classroom activities during factory visits, giving lessons at local elementary schools Research & Development Center: Kawasaki City Summer Holiday Self-directed Research Seminar	Hold chemistry classrooms (increase the number of events held at our locations) Expand the conducted experiments (create a new experiment package)
Eco-cap recycling campaign (collecting used plastic caps)	Began counting caps at all Zeon Group companies in FY 2012	Continue the initiative
Green purchasing of office supplies	Purchasing office supplies with minimal environmental impact (notebooks, book-binding tape, folders, etc.). Of the 44 items stipulated under the Green Purchasing Law, we switched to 22 items (50%)	Continue the initiative
Independent projects		
Topics selected by promotional committees	Engaging with local communities Participation in community events: Sponsor and provide support for various events Cleanup activities Educational support: Internships, sending instructors to schools, etc.	Continue the initiative

*Forest embankment to protect lives
This activity creates a forest that will act as an embankment protecting local residents against tsunamis. This consists of combining debris from the disaster with soil to build an elevated area along the coastline, which was damaged during the tsunami triggered by the Great East Japan Earthquake. Various trees native to the area are being planted on the elevated ground to create a multilayer forest.

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Examples of Initiatives

Following are some examples of activities that are part of the CSR Core Projects. Many other activities conducted with local communities are described in the Site Reports.

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.

This initiative began in October 2012. In FY 2019, 65 employees participated in volunteer tours. They assisted with repair work and searched for lost articles in Rikuzentakata City, Iwate Prefecture; provided assistance for the fishing industry in Kesennuma City, Miyagi Prefecture; and agricultural assistance in Iwaki City, Fukushima Prefecture.

We turn *support* into *encouragement*, and *encouragement* into *exchange*. We intend to continue this initiative in light of the risk that the memory of the devastation will be forgotten.



Helping plant trees in a disaster-affected area

Since 2012, Otsuchi Town in Iwate Prefecture and Yokohama Rubber Co., Ltd. have been conducting a tree-planting campaign at "Heisei-no-mori" in Otsuchi Town as a model project for the creation of forest embankments that can help to protect lives in the local community. Zeon has also been participating in this tree-planting campaign since 2013. The fourth round of tree-planting in 2015 was the last round; however, we have continued to participate in related activities by undertaking maintenance work for the trees planted on the site and providing tree-planting education for local elementary school children through extracurricular lessons.

Chemistry 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.



RIMTEC: Participation in and presentation of awards at the Omoshiro Taiken ("Fun Experience") Day activity at Okayama Research Park. RIMTEC also received the 2016 Chemistry Communication Award from the Japan Union of Chemical Science and Technology (JUCST) in recognition of this activity, which has been conducted jointly with Okayama University since FY 2012.



Zeon Chemicals Yonezawa participated in the 2019 Youth Science Festival in Yamagata. Staff and children made aromatic air fresheners together by adding our synthetic fragrances to water-absorbing resin containing colored water.



Held chemistry classrooms at the Takaoka Plant of Zeon Corporation

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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.



Mizushima Plant: plant tour



Optes accepts local high school students for internships.

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
We welcomed representatives of local residents' associations, and representatives of eight member companies of the Kawasaki district of the Responsible Care Committee.



Community dialog activity undertaken by Zeon Chemicals (Thailand) Co., Ltd. in Thailand

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.



Summer festival held at Takaoka Plant



The Tokuyama Plant sponsors the Zeon Waraku Odori Dance Festival

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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.



Every year, Zeon Polymix participates in the Lake Biwa Citizen Clean-up Activity organized by Otsu City.



Many employees from Takaoka Plant, Optes, Zeon North, and Zeon Medical participate in coastal clean-up activities.

Maintaining a Harmonious Relationship with the Local Community

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



Zeon Chemicals L.P. (ZCLP) in U.S.A. has conducted volunteer activities and donation drives for many years.



Thailand-based companies Zeon Advanced Polymix Co., Ltd. and Zeon Chemicals (Thailand) Co., Ltd. have conducted volunteer cleanups and charity activities for many years. The companies make donations to various groups including schools, nearby temples, hospitals, and educational institutions.