

Social Contribution and Environmental Preservation Activities

Starting from our immediate surroundings, OTSUKA CORPORATION is participating in activities for contributing to society and helping to preserve the environment in a diverse range of fields. Some of the highlights for fiscal 2012 are introduced herein.

■ Overseas Reforestation Activities

We undertake overseas reforestation activities as one of the projects commemorating the 50th anniversary of our founding. In the Brazilian state of Amapa, we planted 170,000 Tasmanian blue gum trees in the Macapa savanna on the equator over a 150-hectare area.

These Tasmanian blue gum trees will grow for six years and then be harvested and used as a raw material for paper. We plan to commercialize our “Tanokun no Mori” brand of copier paper that uses this raw material.



■ Holding “Products Fairs that Support Rebuilding in Areas Devastated by the Great East Japan Earthquake”

We implemented “products fairs to support disaster-stricken areas” as part of our activities to assist with rebuilding in areas damaged by the Great East Japan Earthquake. This activity involves “providing as much reconstruction support as possible from within the Company for disaster-stricken areas” and resulted from employee proposals. Since July, we have been holding products fairs of Iwate, Miyagi and Fukushima prefectures at our head office and continue to hold these events once a month.

