

Social Contribution and Environmental Protection Activities

We undertake social contribution activities and environmental protection activities in aiming “to demonstrate harmonious coexistence and growth with nature and society,” which is one of the goals prescribed in our Mission Statement. Here we introduce noteworthy topics in 2019.

■ We Supported Disaster-Stricken Regions through the “OTSUKA CORPORATION Heartful Fund”

The “OTSUKA CORPORATION Heartful Fund,” an employee-company matching gift program, supports disaster-stricken regions and NPO organizations. In 2019, the fund focused especially on supporting disaster-stricken regions.

Specifically, the fund donated ¥3,200,000 through the Japanese Red Cross Society to provide support following Typhoon No. 19 in September 2019.

Additionally, we solicited projects that contribute to rebuilding and improving the welfare of disaster-stricken regions and provided a total of ¥2,828,000 to 10 organizations that passed our screening. Looking at a breakdown of these 10 organizations, eight organizations provide support in regions affected by the Great East Japan Earthquake, one group provides support related to the Kumamoto earthquakes and one organization provides support for the West Japan heavy rain disaster.



The fund supported research on the local specialty product “Hoya” at Utatsu junior high school in Minamisanriku, Miyagi Prefecture, held by CREATAS inc.



The fund supported the Children's Cafeteria operated by the Dream Camp Executive Committee in Kesenuma City, Miyagi Prefecture.

■ Environmental Protection Activities through Tree Planting in Brazil

As a program commemorating OTSUKA CORPORATION's 50th anniversary in 2011, we are planting Tasmanian blue gum trees to be used as a raw material for copy paper in Macapá, Amapa State, Brazil, and have named this program "Tanokun No Mori (TANO-kun Forest)." Tasmanian blue gum trees are fast growing and can be felled in approximately six years.

Beginning with the use of trees felled from 2017, we have created "TANO-Kun Forest αEco-Paper," an original "tanomail" copy paper. In commemoration of the 20th anniversary of "tanomail," we donated ¥10 per package to social contribution organizations. We were able to donate a total of ¥415,920 to the Japan Committee for UNICEF, Japanese Red Cross Society and Guide Dog & Service Dog & Hearing Dog Association of Japan.



2011



2017 (Tree felling commenced.)



TANO-Kun Forest αEco-Paper

■ Holding Social Contribution Seminars

As a seminar for employees, in March we invited Ms. Yoshiko Park, representative director of the Guide Dog & Service Dog & Hearing Dog Association of Japan, to give a lecture based on the theme of "barrier-free heart." This association is the only organization in Japan that trains and certifies guide dogs, service dogs and hearing dogs. Participants learned about the concept of "barrier-free heart" indicated in the Universal Design 2020 Action Plan.