

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 2021.

■ Supporting Recovery and Reconstruction for the Izusan Mudslide Disaster in Atami City

OTSUKA CORPORATION donated ¥50 million to Atami City to support victims and the recovery and reconstruction of the devastated areas in the Atami City Izusan mudslide disaster that occurred on July 3, 2021. The OTSUKA Group has a deep relationship with Atami City.

Since 1985, OTSUKA CORPORATION has been operating the Hotel New Sagamiya on the Izusan coast in Atami City. In addition, the late Minoru Otsuka, the founder of OTSUKA CORPORATION, had supported the revitalization of Atami over long years by cooperating with the establishment of Atami Plum Garden (Atami Baien), Itokawa Promenade and Jacaranda Promenade in Atami City.

We sincerely pray for the earliest possible recovery of the disaster area and will continue to provide support in the future.



Presentation ceremony at Atami City Hall
(Left: Mr. Sakae Saito, Mayor of Atami City)

■ OTSUKA CORPORATION Donates Disaster Response Equipment as a Project to Commemorate the 60th Anniversary of the Company's Founding

As a project commemorating the 60th anniversary of our founding, we donated disaster response equipment handled by OTSUKA CORPORATION to local governments. Specifically, we donated an LP gas emergency generator to Shimanto Town, Kochi Prefecture, and an autonomous decentralized water circulation system and shower facility to Izumiotsu City, Osaka Prefecture.



Presentation ceremony in Shimanto Town, Kochi Prefecture
(Left: Mr. Hironori Nakao, Mayor of Shimanto Town)



Presentation ceremony in Izumiotsu City, Osaka Prefecture
(Right: Mr. Kenichi Minamide, Mayor of Izumiotsu City)

■ Barrier-Free Promotion Activities for the Heart

With the cooperation of the Guide Dog & Service Dog & Hearing Dog Association of Japan, since 2020 the service dog Kei-kun has been active as a special employee serving as the Barrier-Free Ambassador for the Heart. In 2021, when COVID-19 infections had subsided, Kei-kun arrived at work at the head office and offices in Tokyo for a demonstration and to interact with employees. Employees could be seen explaining barrier-free hearts and assistance dogs to customers who visited the company and it could be seen that these activities are gradually taking root.

In addition to Kei-kun's activities, we are utilizing digital signage installed in offices nationwide and are promoting initiatives such as disseminating information on barrier-free hearts and distributing videos.

