

Green Communication

The Kyocera Group holds an annual CSR Economic, Social and Environment Report Meetings to further improve communications with the communities around our plants. At the meeting, we report on activities involving the economy, society and the environment by the entire group. We also provide specific information about the plant holding the meeting, tour the facilities and exchange opinions. Kyocera is committed to fostering mutual understanding with our stakeholders by ensuring interactive communication through various channels.

Participation in Environmental Exhibition

The Kyocera Group participates in and makes presentations at environmental exhibitions held in various locations every year. In FY2008, we also made a presentation at Eco-Products 2007, which is the largest environmental exhibition. A large 4.5-meter high eco-tree was displayed at Kyocera's booth. This tree was decorated with a commitment to reduce CO₂ emissions from about 4,300 people who participated in the Eco Rally. After participating in the Eco Rally, which included quizzes and learning about the environment, they were requested to write what can be done to reduce CO₂ emissions in daily life on cards and decorate the tree with them. In the three-day Eco-products spreading event, commitments equivalent to a reduction of 1,456.2 kg CO₂ emissions were collected from people.



Huge 4.5 m high eco-tree



Kyocera Booth



Children writing their working promises to reduce CO₂ emissions

Participation in Environmental Events – Earth Day Tokyo 2007 –

Earth Day (April 22) is the day when you express your appreciation for the beautiful earth, share your consciousness to protect it, and take action. Commemorating this day since 1970, the world's largest environmental festival "Earth Day" was held in about 5,000 locations, in 184 countries and regions throughout the world where many citizens from children to adults regardless of their national borders, ethnic groups, beliefs, political parties, and religions came together. The main site every year for Earth Day Tokyo is Yoyogi Park. The number of exhibitors, the amount of content, and number of attendees are increasing each year. This day has become the

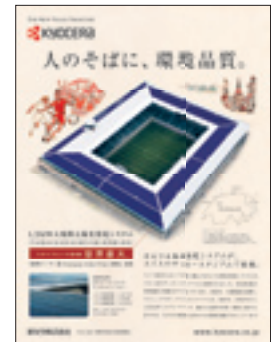
largest environmental fair of domestic citizen-volunteers'.

As in 2006, Kyocera made a presentation in 2007. We were able to deepen exchanges with citizens and NPO representatives by exchanging opinions about solar power generation.



Environmental Advertising

Kyocera is known for having many environmentally friendly products, including, but not limited to, solar power generation systems. For wider dissemination of information about our environmentally friendly products, we distribute environmental leaflets at exhibitions and others places and advertise our environmentally friendly products in newspapers, magazines and other media.



Awarded Prizes on Environmental Protection Activities Overseas

KYOCERA MITA Australia, Kyocera's subsidiary in Australia, was named "Green Vendor of the Year" in September 2007, as the results of its environmental impact reduction efforts and its business activities that stress importance of the environment.



KYOCERA Wireless Corp., Kyocera's subsidiary in the U.S., was named "2007 Recycler of the Year" by the City of San Diego for showing remarkable recycling activity performance.

