

Kyocera Group CSR demonstrates the practice of the Kyocera Philosophy

The Basic Perspective of CSR

Since the company was established, Kyocera has followed its Management Rationale, “To provide opportunities for the material and intellectual growth of all our employees, and through our joint effort, contribute to the advancement of society and humankind.” By using “What is the right thing to do as a human being?” as the decision-making criterion, management has been based on the “Kyocera Philosophy”. “Fairness, impartiality, justice, effort, courage, philanthropy, modesty and good faith” are among the basic human attitudes we encourage. Applying these as our code of conduct in “a spirit of caring for others”, Kyocera has continually “endeavored to make products that benefit the world”. In other words, for the Kyocera Group, CSR is certainly not a new concept. It is none other than an application of the basis of our management – the Kyocera Philosophy. Application of the Kyocera Philosophy builds mutual trust with people who have interests in the company. Ultimately, it contributes to sustainable development of the Kyocera Group and the healthy development of society.

The Objective of CSR Activity

Advancing organizational CSR activities based on application of the Kyocera Philosophy builds mutual trust with people who have interests in the corporation. It forms the foundation for sustainable development of the Kyocera Group, while contributing to the healthy development of society.

CSR Activity – Matters of Priority

- ◆ Return to the Origin of the Amoeba Management System
- ◆ Strengthen Corporate Governance
- ◆ Enrich Social Contribution Activities
- ◆ Enhance Communication with All Stakeholders

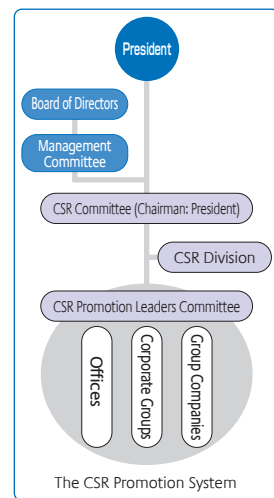
CSR Promotion System

◆ CSR Committee

The CSR Committee is an organization chaired by the President with General Managers who are involved in CSR matters as committee members. The committee considers and plans important matters relating to CSR, and promotes CSR activities for the Kyocera Group.

◆ CSR Promotion Leaders Committee

The CSR Promotion Leaders Committee is made up of Promotion Leaders, appointed by divisions, involved in CSR matters. The committee advances CSR activities in individual work areas.



The Scope of CSR Activities

The Kyocera Group is strengthening its management foundation in the area of corporate governance. The Group is aiming for well-balanced CSR activities from three perspectives: economic, social and environmental.



■ Business Activities that Promote High Profitability

Corporations have an obligation to provide better products and services through their activities, thereby contributing to improving the quality of life for people. They also have an obligation to give back to society some of the profits thus obtained, through taxes and other means. Increasing profits raises the stability of a corporation, and therefore raises the value that can be returned to society. This is one reason why corporations should always strive to be highly profitable.

■ Activities that Contribute to Society

The Kyocera Group believes creating products and services that are useful to people in diverse fields contributes to the advancement and development of humankind and society. We believe corporations are also members of this society. The Kyocera Group therefore takes an active interest in issues affecting communities and society, and endeavors to find solutions. Additionally, through cultural activities and the arts, we are actively contributing to the economic and cultural development of society.

■ Environmental Protection Activities

Environmental problems are among the crucial issues threatening the continued existence of humankind. In acknowledgement of this situation, environmental protection activities by the Kyocera Group include the active development of environmentally friendly goods. Emissions and waste are processed so that they are returned as closely as possible to their natural state.

■ Highly Transparent Corporate Activity

The Kyocera Group has always engaged in highly transparent business activity based on universal ethics. Furthermore, through the prompt disclosure of information, we have tried to keep society as a whole informed of the state of the Kyocera Group, thereby increasing trust.

CSR Economic, Social and Environmental Report Meetings

These meetings have been held by the Kyocera Group (in Japan) each year since FY2005. Their purpose is to raise the level of mutual communication with local communities – important stakeholders in the Kyocera Group.

Factories and offices invite residents, government representatives, business associates and other people from the communities in which they are located to attend the meetings. Participants hear reports on economic, social and environmental approaches by the Kyocera Group as a whole and by the local establishments. After the meeting, visitors observe production processes and take part in Q&A sessions, exchanging opinions on CSR activities. A CSR meeting was also held at the Osaka Daito office, which became a Kyocera base of operation in April 2008. That meeting was attended by 32 people.

18 places
No. of participants: 497 people



KYOCERA Chemical Corp.,
Kawasaki Plant



Hokkaido Kitami Plant

Comments and opinions from participants

- “The image I had of factories was of smoke emissions and dirty water discharge. I understand this plant has no such polluting emissions.”
- “I was greatly impressed to learn how the Kyocera Philosophy is a standard for conducting business. I would very much like to make use of it.”
- “The buildings were very well maintained. It is hard to believe they have been here for 36 years.”
- “Environmental lectures given on request and other progressive social contribution activities are a good thing. Please continue this work. I too hope to learn from them.”
- “The extension of such activities outside the company and into employees’ homes is highly commendable.”

CSR Report Reading Assemblies

“CSR Report Reading Assemblies” have been held by the Kyocera Group (in Japan) each year since FY2006. They are designed for employees – stakeholders working together to promote CSR activities. Reading Assemblies aim to deepen understanding of CSR measures and its specific activities.

In FY2009, Reading Assemblies were held at the Osaka Daito and Gifu offices, which became Kyocera bases of operation in April 2008, as well as at other sites.

31 places
No. of participants: 3,518 people



Kagoshima Hayato Plant



Osaka Daito Office

Commendation for Outstanding Contribution by a Foreign Enterprise – Dongguan City, China

In January 2009, Dongguan City, China, presented Kyocera with their Commendation for Outstanding Contribution by a Foreign Enterprise. The commendation was awarded in recognition of the pursuit of quality and active contributions to society by Kyocera’s Chinese subsidiary Dongguan Shilong KYOCERA Optics Co., Ltd. and others.

Dongguan City commends foreign enterprises that contribute to social and economic development, and established the commendation with the aim of exerting a positive influence on other corporations. This was the first presentation of the commendation.

