

Corporate Social Responsibility

The Hitachi Group believes corporate social responsibility (CSR) is founded on the understanding and actions of each individual employee. With this in mind, Hitachi has formulated the Hitachi Group Three-Year CSR Roadmap as a medium-term CSR action plan. Guided by this roadmap, the group is working as one to strengthen its CSR activities.

The Hitachi Group's Approach to CSR

The corporate credo is to contribute to society through the development of superior, original technology and products, and we have long cherished Hitachi's founding spirit encapsulated by the words, "Wa," "Makoto" and "Kaitakusya-seishin."*

CSR, as defined by the Hitachi Group, means promoting activities that increase social, economic, environmental and human value with a clear commitment from top management and by strengthening corporate governance, based on a culture of compliance and high ethical values. In accordance with Hitachi's founding spirit, the mission of the Hitachi Group is to contribute to the realization of a better, more prosperous global society, by utilizing the true collective strengths of the group, characterized by its knowledge and technology. This is also the Hitachi Group's vision for CSR.

To fulfill these philosophies and missions and to meet the expectations of society, Hitachi in March 2005 formulated the CSR Policy of the Hitachi Group. The Hitachi Group also has a framework for promoting CSR activities worldwide based on this policy.

Achieving the Three-Year Roadmap

The Hitachi Group has been following the Hitachi Group Three-Year CSR Roadmap since April 2006. This CSR medium-term action plan identifies goals and challenges by determining the society's expectations and demands for each of the policies set forth in the CSR Policy of the Hitachi Group.

In fiscal 2006, to root the CSR Policy of the Hitachi Group to every Hitachi Group company, Hitachi ran a CSR e-learning program, conducted an employee survey of CSR awareness and implemented other initiatives in Japan. Overseas, we focused on establishing a structure to promote CSR and on formulating action policies suited to each region.

* Wa: harmony, trust, respect
Makoto: sincerity, fairness, honesty, integrity
Kaitakusya-seishin: pioneering spirit, challenge

CSR Policy of the Hitachi Group

1. Commitment to Corporate Social Responsibility (CSR)
2. Contribution to Society through Our Business
3. Disclosure of Information and Stakeholder Engagement
4. Corporate Ethics and Human Rights
5. Environmental Conservation
6. Corporate Citizenship Activities
7. Working Environment
8. Responsible Partnership with Business Partners

(Adopted March 2005)



Hitachi Group Corporate Social Responsibility Report 2007

This report outlines the Hitachi Group's overall stance and specific activities and measures regarding CSR.

In fiscal 2007, we will work to raise the level of CSR activities as well as to strengthen the management cycle through communication with stakeholders. Moreover, we will strive to enforce compliance by instilling an even greater awareness of compliance in employees. Through these measures, we aim to deepen CSR activities.

About Hitachi's Environmental Activities

The Hitachi Group has a medium-term environmental plan called Environmental Vision 2015, under which it is implementing measures on a global basis aimed at realizing a corporate community and sustainable society that are in harmony with the natural environment. Hitachi has also formulated The Second Term Environmental Strategy, a five-year action plan for translating this vision into reality. Activities under this strategy began in April 2006.

The Hitachi Group views prevention of global warming, sustainable use of resources, recycling and conservation of the ecosystem as particularly important environmental themes. Based on this stance, the Hitachi Group works to reduce environmental load by repeatedly making improvements at the design stage, which has a major bearing on the environmental performance throughout the entire lifecycle of a product, from production to final disposal, and the manufacturing stage where direct loads are emitted.

To reduce the environmental load at both the design and manufacturing stages in a well-balanced manner, Hitachi has set targets for fiscal 2015 to achieve "emission neutral" status, whereby "direct loads*¹" imposed from the sourcing of raw materials to production and distribution, and "social loads*²" arising once products are in the hands of users, are reduced by the same amount.

*¹ Direct loads: energy used in production activities, such as the acquisition of basic materials and processing and refining of parts; greenhouse gases emitted from factories; and energy used for recycling waste and for transportation.

*² Social loads: electricity consumed by products and energy used for recycling end-of-life products, among other items.