The Hitachi Group believes corporate social responsibility (CSR) is founded on the understanding and actions of each individual employee. A common CSR Policy of the Hitachi Group has been instituted since March 2005 to support practical implementation of this approach across the Hitachi Group. With the aim of being an advanced global enterprise in this field, we have also established the Three-Year CSR Roadmap as a medium-term CSR action plan.

The Hitachi Group’s Approach to CSR

Our 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 “Harmony,” “Sincerity” and “Pioneering spirit.”

As defined by the Hitachi Group, CSR means promoting activities that increase social, economic, environmental and human value. This requires a clear commitment from top management and ongoing efforts to strengthen corporate governance, based on a culture of compliance and high ethical values.

Our vision and mission is to harness the Hitachi Group’s collective knowledge and technologies to address fundamental issues affecting the global community with the aim of providing a safer and more pleasant life for all. To realize this philosophy and mission and fulfill society’s expectations, we formulated the CSR Policy of the Hitachi Group in March 2005 as a common policy platform to support the global CSR promotion framework of the Hitachi Group.

CSR Promotion

Achieving the Three-Year Roadmap

The Hitachi Group established the Three-Year CSR Roadmap, a medium-term plan for CSR, in fiscal 2006. Based on this roadmap, we set fiscal year targets and are promoting various activities to achieve those targets.

In fiscal 2008, Hitachi developed a CSR self-assessment tool with the aim of assessing its position and the appropriate direction for CSR activities. By using this tool, Hitachi, Ltd. found that the structures and systems required for effective CSR are mostly in place. However, we also discovered areas that need improvement: linking CSR and corporate strategy; disclosing information about the whole Hitachi Group; and sharing, educating and informing Group employees about global standards. This tool is being used in 22 Hitachi Group companies at present and the results are being utilized as the basis for formulating action plans at each company.

In March 2009, Hitachi held a dialogue with stakeholders in New York, U.S. We exchanged a broad range of opinions with various stakeholders, reviewing and assessing management issues that are important at Hitachi for ensuring the sustainable development of management and society.

European CSR Project Launched

In order to implement CSR activities best suited for Europe, Hitachi Group companies in Europe have launched a CSR project to look at what the Hitachi Group as a whole—as well as Hitachi Group businesses in Europe—must focus on, and the level of interest of stakeholders in the region. The main themes to promote are implementing environmental projects, encouraging diversity, respecting human rights, and promoting CSR procurement.
The focus in fiscal 2008 was on identifying common concerns of the Hitachi Group in Europe, and determining measures that the Group as a whole could implement. While working to develop these measures from 2009, we will emphasize communication with European stakeholders.

Promoting Environmental Activities
The key pillars of the Hitachi Group’s Environmental Vision are the prevention of global warming, the conservation of resources, and the preservation of the eco-system. Based on this vision, Hitachi is working to practice environmental management, and has set progressive targets for fiscal 2010, 2015 and 2025. Hitachi is aiming to achieve specific targets in its Environmental Vision to prevent global warming, which it views as a particularly urgent mission for realizing a sustainable society.

Global Warming Prevention Toward 2025

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<td>• 12% reduction in Hitachi Group CO₂ emissions</td>
<td>• Achieve “Emission Neutral”</td>
<td>• To help reduce annual CO₂ emissions by 100 million tons by 2025 through Hitachi Products and Services*</td>
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<td>(from FY1990 for Japan domestically)</td>
<td>* “Emission Neutral” means reducing CO₂ emissions from material production, manufacturing and distribution (the direct burden) and reducing CO₂ emissions by making energy- and resource-saving products (the social burden) to make the two environmental burdens equal.</td>
<td>* With fiscal 2005 as the base year, Hitachi plans to produce more environmentally efficient products and services</td>
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<td>• 5% reduction in CO₂ emissions per unit of production (from FY2003 for outside Japan)</td>
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Environmental Activity Topics

Next-Generation Products and Services
—46 Eco-Products Newly Registered—
The Hitachi Group designates products that achieve at least a certain standard based on a quantitative assessment of environmental performance over the entire product life cycle in terms of energy conservation, recycling and other criteria.

In fiscal 2008, the number of Hitachi Eco-Products rose to 1,103 products (6,961 models), representing an increase of 46 products (745 models) from the previous fiscal year.

Super Eco-Factories & Offices
—9 More Super Eco-Factories & Offices Certified—
The Hitachi Group internally certifies as Super-Eco Factories & Offices facilities that achieve outstanding results and take pioneering steps in reducing their environmental impact. The performance of previously certified facilities is reassessed yearly to determine whether they should retain their status. Based on fiscal 2008 assessments, 9 more facilities were certified, meaning that 26 facilities are now recognized as Super-Eco Factories & Offices. Our goal is to have 30 facilities certified across the Hitachi Group by the end of fiscal 2010.

Narashino Division, Hitachi Industrial Equipment Systems Co., Ltd.
(Above) The new production building uses high-insulation glass and energy-saving equipment.
(Right) Solar panels installed on the roof of the production building.