



# the Caring Tree the Caring Tree

## Hitachi's Contributions to Society

*This newsletter introduces the various social contribution activities that are carried out by the Hitachi Group Companies all over the world.*

(これは日立グループ各社で行われている社会貢献活動を紹介するニュースレターです。)

Number 3, Autumn 2001

### Educational Activities (教育)

Established in 1959, the goal of the Hindu-Hitachi Scholarship is to provide talented, young Indian engineers with advanced practical training, enabling them to contribute to their communities. The program is the result of a cooperative effort with The Hindu, one of India's foremost newspapers.

The trainees go through language training during the first six weeks of the program, followed by the actual training in one of Hitachi's factories. The latter takes approximately four months. Training this year took place at the Hitachi Automotive Factory.



*On February 3, 2001, Hindu-Hitachi trainees gathered to celebrate the 100<sup>th</sup> completion of the scholarship.*

### India & Japan

**Hitachi India, Ltd. and  
Hitachi, Ltd.**

### Hindu-Hitachi Scholarship ヒンズー・日立スカラシップ

インド紙「The Hindu」との共催で実施しているヒンズー・日立スカラシップでは、1959年よりインドの若手技術者に高度で実践的な研修機会を提供し、地域産業振興を目指します。2001年2月には100人目の研修生が研修を終えたのを記念し、現地にて会合を催しました。

<http://www.hhasal.com/>

### Europe, USA & Japan

**Hitachi, Ltd. and group companies in  
the US and Europe**

### Hitachi International School Teachers Exchange Program 日米欧教師交流プログラム

This year in March, Japanese teachers departed for European and American destinations, and in June, European and North American teachers came to Japan.



*Japanese teachers' visit to Europe and US*

All of the participating teachers had the same goal in mind—to meet with teachers from other parts of the world and discuss the similarities and differences in their educational backgrounds.

School visits are the most important element in the teacher exchange program. The visiting teachers not only get the chance to see their foreign colleagues in action, but they have the opportunity to teach a class in their host countries as well. Besides the school visits, there are many occasions to exchange opinions on educational topics. At the end of the program, the HISTEP Forum was organized to facilitate a formal debate on the theme "Teachers: the Quest for Ever-Better Skills and Quality" among the teachers and anyone else interested in education.

This year marked the 15th anniversary of HISTEP, with 180 teachers having participated in the program so far.



*European and American teachers  
visiting Japan*

日米欧教師交流プログラム(HISTEP)では、毎年春に茨城県日立地区の小・中・高校教師が欧米を訪問し、夏には欧米における日立の現地拠点のある地域の学校教師が訪日します。各国教師による教育現場視察、体験授業などを通じ、日米及び日欧間相互の社会・文化に対する理解促進を目指しています。今年で15回目を迎え、これまで180名の先生方が参加しています。

<http://www12.big.or.jp/~htcpa/histep/index.html>

## Community Activities (地域社会)

### Thailand

Hitachi Asia (Thailand) Co., Ltd.

#### Hitachi Library Project

#### タイの恵まれない児童達に教材を

日立アジアでは地方の教育委員会と協力し、タイ郊外にある学校に教材や一般図書を寄贈しています。過去 9 年間で 90 校以上の学校へ寄付を行い、恵まれない子供達に勉強をする希望を与えています。

Over the last six years, more than 60 schools in rural areas of Thailand have benefited from the books and educational materials Hitachi has provided them with. In cooperation with local education committees, Hitachi has been able to locate schools with students in the most serious need of materials. By donating books, Hitachi helps these less well-off students finish their school careers.



In 1998, a project called "Manabi no Mori (Forest of Learning)" was started in order to restore Mt. Fuji's forest, which was heavily damaged in a catastrophic typhoon that hit Japan in 1996. Hitachi Capital Corporation's Eco Club has been organizing employees and their families to participate in the past three projects, with a total of 34 volunteers from Hitachi having participated in the past.

This year's program was held in April, and the 20 Hitachi participants made up one of the largest groups to support the event.



### Japan

Hitachi Capital Corporation

#### Restoring Mt. Fuji's Forests 富士山麓の自然林復元運動

まなびの森は、1996 年の台風 17 号により甚大な被害を受けた富士山麓の山林再生を目指し、地元の行政、企業、市民が協力して自然林の復元を行うプロジェクトで、日立キャピタル及びグループ社員家族が積極的に参加しています。

### USA and Canada

North American Hitachi Group

#### Hitachi National Bookdrive

#### 北米図書チャリティー



In February of this year, Hitachi employees from all over the United States and Canada united to collect 5,614 books, 18 cassettes, 13 software packages, and 50 videos for numerous non-profit organizations. Hitachi employees donated these items to local organizations, including libraries, schools, child care centers, community centers and hospitals, thereby, making a valuable contribution to their communities. This event, called the Hitachi North America Book Drive, is the second North America-wide Hitachi employee volunteer effort. It follows the very successful Hitachi North America Food Drive held in July 2000. Plans are underway, too, for the 2001 North America Food Drive this July.

今年の 2 月、北米日立グループの社員による図書チャリティーが行われ、数多くの図書、カセットテープ、パソコン用ソフトウェア、及びビデオを集める事に成功しました。このチャリティーで集まった図書は地元図書館、学校及び病院等へ寄贈されました。

*Hitachi donates books to a local childcare center.*

For the seventh year, high school students in California received awards for contributions they made to their local communities. The three Grand Prize winners of Los Angeles, Orange and Santa Clara/San Mateo Counties, presented solutions for community safety program, helped solve problems teenagers face today, such as presenting a plan to convert a former gang-infested area into a sanctuary where youths can come together.

### California, USA

Hitachi Corporate Office, L.A.

#### Hitachi Safety Scholarship

#### 日立セーフティスカラシップ

米国カリフォルニア州で地域コミュニティへの貢献が著しい高校生を表彰するプログラムで、今年で 7 年目を迎えました。今回の 3 人の受賞者は、夫々のコミュニティにおける安全対策を提案すると同時に、現代の米国の若者が直面する様々な問題に取り組んでいます。



*A local radio station interviewed Los Angeles finalists about how they promote community safety in their community.*

<http://www.hitachilosangeles.com/schlsp.html>

## Ohio, USA

AAP St. Marys Corp. (Hitachi Metals affiliate)

### Origami Lessons to Children in the Community 地元小学生への折り紙教室

Japanese spouses of AAP St. Marys employees went to public libraries in the community to teach Origami to local elementary school children. The day was organized with the help of local schools and other Japanese companies in the area, and a total of 40 children learned the traditional Japanese art of folding paper. Since its founding in 1988, AAP St. Marys Corp. has been devoted to harmonizing with the community through teamwork, and has helped organize a number of volunteer programs for its employees and their families.



AAP St. Marys 及び近隣日系企業のご婦人方が講師となり、地域の図書館にて小学生を対象に折り紙教室を開催しました。地域の教育関係者の協力も得て合計40人の児童に日本文化を紹介する事が出来ました。

## Cultural Activities (文化)



米国ケンブリッジ交響楽団は、アマチュア音楽家に演奏する機会を与え、地域社会にてより多くの人々にクラシック音楽を楽しんでもらえるようコンサートを無料で公演しており、日立の地域貢献活動として同コンサートを支援しています。

## Massachusetts, USA

Hitachi Computer Products (America), Inc.  
Sponsorship to the Cambridge Symphony Orchestra  
米ケンブリッジ交響楽団

The Cambridge Symphony Orchestra has two missions: to give amateur musicians the chance to perform and to make classical music concerts available to a large group of people in Cambridge, Massachusetts. In order to make the concerts completely free of charge to the public, the orchestra cannot do without grants. As a commitment to our local community, Hitachi became one of the main sponsors this year. Thanks to Hitachi, the orchestra can continue to enrich the community with the wealth of music.

## Special: Environment

### Worldwide

Hitachi Group Companies.

### Environment Report 2001 環境報告書 2001



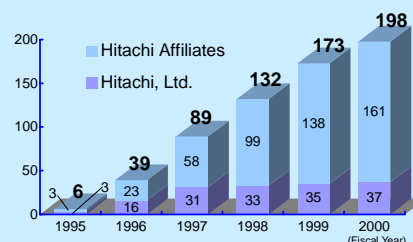
The latest issue of the "Environment Report" focuses on the results and activities of environmental programs in the fiscal year 2000. It features items such as "Environmental Management System" and "Exchanges with Society – Environmental Communication".

For a copy of the report, please contact Hitachi, Ltd. Corporate Environmental Policy Division, at [kankyohon@hdq.hitachi.co.jp](mailto:kankyohon@hdq.hitachi.co.jp), or visit their website at <http://www.hitachi.co.jp/kankyo/khoukoku/kfukoku.htm>.

#### ISO 14001 Certification Status (Hitachi Group as of March 2001)

	Hitachi, Ltd.		Affiliated Companies		Total
	Manufacturing	Non-manufacturing	Manufacturing	Non-manufacturing	
Certified Sites	34 (all sites)	3	153	8	198

#### Certification Trends (cumulative)



環境報告書 2001 では、循環型社会の構築を目指し、2000 年度に日立グループが行ったグリーン調達、活動を定量評価する「Green21」、また環境に配慮した環境に配慮した製品作り、生産活動、社会との交流などの各種活動を紹介しています。同報告書を手に入れたい場合は、(株)日立製作所環境本部まで電子メールにてご連絡、若しくはホームページにアクセス下さい。

## Corporate Activities (全社プロジェクト)

### Europe

Hitachi Corporate Office, Europe

4<sup>th</sup> EU Hitachi Science and Technology Forum

EU 日立科学技術フォーラム



Two days of inspiring, intellectual discussion and cultural exchange—that is, in just a few words, the annual Hitachi Science and Technology Forum. The fourth forum was held on May 19th and 20th in Brussels.

This year's discussion topic was "Life Sciences and Their Impact on Society". The participants discussed on the relationship between the world of biotechnology and the general public, the protection of personal data, the improvement of the public's perception of biotechnology, and so forth.

At the forum, former Hitachi Research Visit Program fellows, leading experts from academia and industry, representative of the European Commission and Hitachi, all came together. This year, for the first time, participants came from all over Europe to make it a pan-European event.

EU 日立科学技術フォーラムでは、現在の欧州社会が抱える社会問題に対して科学技術が如何に貢献できるか、という切り口で、討論及び提言を行っています。第4回目の本年フォーラムは「ライフサイエンス」のテーマの下、約80名の欧州各界の有識者と日立関係者が集まり、白熱した議論が繰り広げられました。

<http://www5.wisnet.ne.jp/~htcpa/hivips/>

### Bulletin Board

#### 🌱 Developments in Sapience (Nissei Sangyo, Co., Ltd.)

SAPIENCE was started in 1992 to contribute to the spread of science culture, and is held twice a year. The 19th symposium was held in May 2001 focusing on "enriching the heart" (see Caring Tree 2<sup>nd</sup> edition).

科学文化の普及に寄与することを目的に科学フォーラム「サビエンス」を開催しています。今回(第19回)は「心はどのように育つか」というテーマで5月に開催されました(本紙2号参照)。 <http://www.nisseisg.co.jp/>

#### 🌱 Hitachi National Food Drive 2001 (North American Hitachi Group)

The Hitachi National Food Drive collected food again this year in July for North American families in need (see Caring Tree 2<sup>nd</sup> edition for details of program).

本年も北米日立グループ結束チャリティーを7月に行い、食品を貧困に苦しむ家庭へ分配しました(本紙2号参照)。

#### 🌱 Invitation to International Volunteer Year

The year 2001 is International Volunteer Year. Why don't we all take this opportunity to participate in local volunteer groups?

2001年はボランティア国際年です。この機会にボランティア活動に参加してみませんか？

### About this

#### issue's editor:



Britta van Beers

Working as an intern at the Hitachi Headquarters' External Affairs Department, one of Britta van Beers' tasks was to edit this issue of the Caring Tree. She was also part of HISTEP's (see front page) staff. Her internship is part of the Japan Prizewinners Programme, organized by the Dutch government.

オランダ文部省派遣留学制度にて2001年3月～7月、日立製作所本社にて研修しました。この編集業務の他、HISTEP(表紙参照)を担当しました。

### About the "Hitachi Tree"

The tree next to the title of this newsletter is known as the "Hitachi Tree", and has been the trademark of the Hitachi Group in Japan since 1973. The branches that grow from the trunk spread out over an area of 40 meters, and symbolize the Hitachi Group's diversity of its products and services.



This newsletter was named "the Caring Tree" to show how the tree of the Hitachi Group cares about society through its various contribution activities.

このニュースレターは、日立グループのシンボルである「日立の樹」が幅広く社会貢献を行っている様子("the Caring Tree")をイメージしています。

### Internet Community Activity Network (ICAN)

<http://www12.big.or.jp/~htcpa/ican/en>

ICAN is the internet network among Hitachi Group companies to share information of the community activities carried out by each company worldwide. We'd like each of the group companies to join this network by providing any relevant information.

社会貢献活動情報ネットワーク(ICAN)では、日立グループ各社の社会貢献活動を紹介しております。是非ご活用ください。

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