



the Caring Tree the Caring Tree

Hitachi's Contributions to Society

This newsletter introduces the various social contribution activities carried out by 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 5, Autumn 2002

Health and Human Services (福祉)

United Kingdom

U.K. Hitachi Group

Enhancing Job Opportunities for Children with Disabilities

障害を持つ子供達の教材購入に

在英日立グループ各社は障害を持つ子供達を支援する団体「Treloar Trust」に42,000ポンド(約800万円)を寄附しました。アニメーションソフトや音響システム、廊下の点字ブロックなどの購入にあてられ、生徒の雇用機会拡大も目指しています。

Mr. Tsukada, Chairman, HECT & MD, Hitachi Europe Ltd. presenting the cheque to the Treloar Trust

Hitachi Europe Charitable Trust (HECT) has presented a cheque of £42,000 (\$61,000) to the Treloar Trust, a charity that enables education for 300 young people with disabilities, on 7th March 2002. £20,000 will buy art animation software and hardware for the Treloar College.



Other donations are a sound system for Treloar School hall and a pathfinder device for the school's speech therapy department. These donations will enhance job opportunities for Treloar's students, and encourage their communication skills through speech, art and drama.

New York, USA

Hitachi America, Ltd. [MFP*]

Music in the Heart for Kids with Disabilities

障害を持つ児童と社会を結ぶ「心の音楽」



Music Therapy at Heartsong

*MFP: Matching Funds Program supported by The Hitachi Foundation
日立ファウンデーションが北米日立グループの地域貢献活動を支援するプログラム

「ハートソング」は12年前、脳性麻痺を患う娘を持つ母親が、音楽療法の施設として設立し、日立CACは初年度より援助をしています。1996年からはアート療法も始められました。自閉症、ダウン症、脳性麻痺などの障害を抱えた子供達に音楽やアートを通じて世界への扉を開いています。

Gayle Cratty founded Heartsong, a music therapy program in her Bronxville, New York community in 1992. Hitachi was one of the first contributors, and has been giving every year since its opening. Today, they have 93 volunteers and a staff of 26 serving 237 children, having also a second location in White Plains, New York. Heartsong works with a diverse population of children with disabilities. Cratty says that music and art offer a way for these children to engage in the world, a world they otherwise may not connect with. Over the years Hitachi employees have visited Heartsong sites and experienced first hand the 'magic' of Heartsong.

Education (教育)

Europe/US/Japan

Hitachi, Ltd. & Group Companies
Hitachi International School Teachers
Exchange Program (HISTEP)
日米欧教師交流プログラム



As part of the annual Hitachi International School Teachers Exchange Program (HISTEP) seven Japanese teachers visited the US or Europe in spring, and eight American and European teachers came to Japan in June. They got a chance to actually teach at the local schools. Also, they could discuss the differences between the educational systems in their home countries at an International Forum. It proved to be an inspiring experience and the participating teachers got many ideas and thoughts to bring back home.

HISTEP(ハイステップ)は、春に茨城県日立地区の中学・高校教師が訪米・訪欧し、夏に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する日米欧教師交流プログラムです。教育現場の視察、体験授業などを通じて、日米欧間相互の社会・文化に対する理解促進を目指しています。

See also <http://www12.big.or.jp/~htcpa/histep/index.html>
An American teacher teaching at a Japanese School

Japan

Hitachi High-Technologies Corporation
Junior Science Classroom
ジュニアサイエンス教室

日立ハイテクノロジーズでは小中学生を対象とした「ジュニアサイエンス教室」を開催しています。電子顕微鏡を操作して自分で採取した花粉や昆虫を観察し、科学を身近に感じてもらっています。

Since 1994, the Kanagawa Atsugi area Junior High School students can experience a “Junior Science Classroom” in the Hitachi’s Science Plaza. Children can operate an electron microscope in this classroom and observe pollen or insects that were taken in advance.

Students exploring the wonders of science



See also <http://www.hitachi-hitec.com/profile/social.htm>

Environment (環境)

Japan

Hitachi High-Technologies Corporation
Environmental Photo Contest
環境フォト・コンテスト

For the eighth time this year, an Environmental Photo Contest is being held, with Hitachi’s co-sponsorship, as a support for Environmental protection. This competition started from the idea of considering the earth’s environment through a photograph, and through the years it has gained popularity as a support for environmental awareness.

“Spring has come” by Shinichiro Yanagimoto



プレジデント社主催の「環境フォト・コンテスト写真が語るエコロジー」に協賛しています。当コンテストは写真を通して地球環境を考えるという理念のもと始まり、年々応募点数・作品内容とも広がりを見せ、環境啓蒙運動として大きなムーブメントを起こしています。

Community Activities (地域社会)

USA

The Hitachi Foundation & North American Hitachi Group
CAC Spring into Action Drive
CAC寄附キャンペーン

日立ファウンデーションと北米日立グループの地域活動委員会(CAC)は、今年4月に23地域で大規模な寄付キャンペーンを実施。衣料品、日用品、図書等が集まり、地元のホームレス施設や病院等に寄附しました。

Hitachi group company CAC’s (Community Action Committees) at 23 locations throughout the US and Canada participated in the “Spring Into Action Drive,” coordinated by Hitachi America and The Hitachi Foundation. Items including clothing, toiletries, books, and crayons were distributed by local community organizations in areas where Hitachi companies operate.

Community Activities (地域社会)

"Taiwan (Country/Region)"

Hitachi Asia, Ltd., Taipei Branch
Gingerbread Houses for Everyone
子供達にお菓子の家を

The Sherwood Hotel Taipei organizes a Ginger Bread baking competition every year. Hitachi Asia employees have won this contest two years in a row, and have donated their Gingerbread house to a hospital in Taipei, to bring happiness and joy to many underprivileged children in the Christmas season.



日立アジア社台湾支店の社員が地元のお菓子の家作りコンテストに参加し、見事優勝しました。優勝作品はコンテストの後、恵まれない子供達がいる病院に寄贈されました。

The Winners with their Gingerbread House

California, USA

Hitachi Corporate Office, L.A.
Hitachi Safety Scholarship
日立セイフティ・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の安全に寄与した高校生を表彰するプログラムで、サンディエゴ、ロスアンゼルス、サンフランシスコ地区から合計15名が受賞しました。



Scholarship awardee receiving his prize

Proving that community service has far-reaching benefits, Hitachi, Ltd. identified and rewarded Godfrey Plata and four other Los Angeles Area students for their commitment to improving the safety of their community. The grand-prize winner received \$5,000 in scholarship money, while the remaining four finalists each received \$1,000. Hitachi, Ltd. also awarded the Safety Scholarships in Orange / San Diego County and Bay Area.

See also:

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

Japan

Hitachi, Ltd.
Hitachi City Baseball Clinic
少年野球チームへの指導

On April 13th Hitachi's Electrical Machinery Group organized a baseball clinic for the local boy scouts liaison council. 14 teams with 400 boys enjoyed this training, that was hosted by semi-professional baseball players from the Hitachi team. They coached instructed on batting, in- and outfield play, pitching and catching.

日立製作所野球部選手は日立市野球スポーツ少年団連絡協議会(14チーム、約400名)を対象に、基本的な技術指導を行い、少年達と交流を図りました。

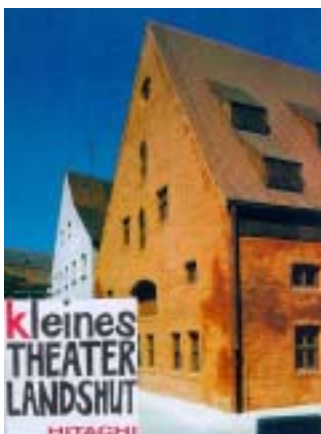
Children being coached by the semi-professional players



Cultural Activities (文化)

Germany

Hitachi Semiconductor (Europe) GmbH
Sponsorship of Theatre
地元で大評判 小さな劇場



日立セミコンダクタ・ヨーロッパ社では小さな劇場のスポンサーをしており、17世紀の納屋を修復した形のこの劇場は、見た目でも訪れる人達を楽しませてくれています。

Starting in 2000 HISEE has sponsored this small theatre with a donation every year. The theatre is located in a restored 17th century grain barn. The theatre productions are quite unconventional. It has become a well-accepted institution and is acknowledged by both visitors and cultural experts.

Kleines Theater in Landshut, Germany

France

Hitachi Computer Products (Europe) S.A.S.
Contribution to Piano Concours of Orléans
美しい音色に誘われて



日立コンピュータ・プロダクツ・ヨーロッパ社はオルレアンにて開催された20世紀作品ピアノコンクールに協賛しました。

A participant at the Concours

At the annual 20th Century Piano Concours of Orléans, music of famous 20th Century composers like Rachmaninov and Bartok was performed. HICEF co-sponsored the event.

Focus

Europe

Hitachi Corporate Office, Europe 5th EU Hitachi Science and Technology Forum 第5回 EU 日立科学技術フォーラム



On 24 - 26 May 2002, the 5th EU Hitachi Science & Technology Forum was held in Budapest, Hungary under the theme "Water Issues and their Impact on European Society." The Forum is one of the ways Hitachi contributes to European society, by providing a platform for past visiting scientists Hitachi interns and to reunite and discuss various aspects of a specified scientific topic together with experts from governments, academia and industry. Previous forums have debated, among other topics, information technology and life sciences.

See also: <http://www5.wisnet.ne.jp/~htcpa/stforum/>

Left: Hungarian Deputy State Secretary Gabór Szabó, opening the Forum

Right: Presenting results of the working group discussions



第5回 EU 日立科学技術フォーラムをテーマ「水」の下、ハンガリー国ブダペストにて開催しました。本プログラムは、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。本フォーラムの討議内容・結果については、専門ジャーナリストの協力を得て、プログラム終了後、社内外関係者に報告書を配布しました。

Bulletin Board <Update>

- The 5th Hitachi Young Leaders Initiative held in Singapore from July 29 to August 2 under main theme, "Asian Roadmap – Forging Regional Cohesion for Global Advancement". 第5回HYLIをシンガポールにて開催。メインテーマは「アジアの結束」。詳細は次号参照。
- Environmental Sustainability Report 2002 issued. 環境報告書2002を発行。
<http://greenweb.hitachi.co.jp/pdf/khoukoku/khoukoku2002.pdf>
- The 2002 CAC Conference held in San Francisco in May. 2002度CAC会議開催(5/19-22)
- The 21st Sapiens held May 11 under theme, "Communication Among Living Things." 第21回「サピエンス」を開催(5/11)。テーマは「ヒトのことば、生物のことば」。
<http://www.nikkei.co.jp/pub/scoop/sapiensu/sapiensu.html>
- "The Scent of Spring," Hitachi High-Technologies participates in organization of cultural exchange opera in commemoration of the Korea-Japan World Cup. サッカーW杯記念事業「日韓文化交流公演オペラ「春香」」を協賛。(本年4月公演)

About the "Hitachi Tree"

The "Hitachi Tree" is known and has been the trademark of the Hitachi Group in Japan since 1973. The branches 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.



日立グループが幅広く社会貢献を行っている様子を「日立の樹」でイメージしています。

About this issue's editor:

Sander Hansen



Working as an intern at the Hitachi Headquarters' External Affairs Department, one of Sander Hansen's tasks was to edit this issue of the Caring Tree. He was also part of HISTEP's (see page 2) staff. His 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2002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(2ページを参照)を担当しました。

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 on the community activities carried out by each company worldwide. We hope each group company will join this network by providing any relevant information on its activities.

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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