Hitachi believes that it is important to support advances in science and technology, education, environmental protection, international cooperation and other worthy causes. For a better world, the Company strives to be a responsible corporate citizen in communities worldwide and to conduct its activities in harmony with the environment. Guided by its corporate statement, “Inspire the Next,” Hitachi aims to contribute to the realization of a better society and more fulfilling lives in the 21st century.

Teachers from Europe visited a Japanese elementary school in Hitachi City, Ibaraki Prefecture in 2000 as part of HISTEP.

>> HITACHI NONPROFIT FOUNDATIONS
Around 30 years ago, Hitachi began establishing nonprofit foundations to proactively participate in a variety of social programs. In April 2000, Hitachi merged The Youth Rehabilitation and Welfare Center with The Correctional Services Foundation to form The Hitachi Mirai Foundation. This foundation is actively supporting rehabilitation and correctional services. In October 2000, the foundation was awarded the Setoyama Prize by the Japan Rehabilitation Aid Association for the long history of involvement in support of rehabilitation groups of the pre-merger foundations. Four other Hitachi-endowed foundations at home and one overseas are flagships for the Company’s corporate citizenship activities. These foundations support research in science and technology, education, protection of the environment, international scholarships and other worthy causes.

>> ENVIRONMENT
Through its businesses, products and services, Hitachi is helping to create a recycling-oriented society that is in harmony with the environment.

In 1999, Hitachi established GREEN 21, a new system for evaluating the Company’s environmental performance. In fiscal 2000, the scope of evaluation was widened to encompass 310 Hitachi companies. The GREEN 21 system scores all environmental activities against a fixed set of standards and promotes continuous improvement and enhancement of environmental activities.

Environmentally conscious operations are being promoted on a number of fronts. For example, the Company has made advances in energy conservation, the reduction of industrial
waste, and chemical substance management. Furthermore, as of March 2001, 198 of the Company’s bases had acquired ISO14001 series certification. Moreover, Hitachi is supplying environmentally friendly products that offer low energy consumption and a high level of ease of recycling. In addition, the Company offers total environmental solutions to customers.

Green purchasing—the procurement of materials, parts and products with a minimal environmental impact—is another area the Company is strengthening. In April 2001, Hitachi published Green Purchasing Guidelines Version 2, which require vendors and business partners to establish an environmental management system and carry out product assessments.

**EDUCATION** Well aware of the need to identify and encourage the next generation of Asian leaders, Hitachi started the Hitachi Young Leaders Initiative in 1996. This 5-day program provides 24 students chosen from Asian countries with an opportunity to exchange ideas and create greater awareness of issues in Asia, through forums, workshops and local community service activities.

Hitachi has been sponsoring the Hitachi International School Teachers Exchange Program (HISTEP) since 1987. The program involves reciprocal visits by teachers from the U.S., Europe and Japan to promote cross-cultural understanding and exchange ideas on youth education. The activities include school visits, home stays and discussions. To date, over 170 teachers have participated in this program.
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(As of June 27, 2001)

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