



Targets and Results

The JSR Group has identified long-term actions in various categories and set targets for each year; the main action targets and results are set forth below.

	Action	FY2010 target	FY2010 performance	Assessment	Target for FY2011 onward	Implementing Division		
CSR management	Adopt CSR policies and construct CSR framework	Solidify activities by the four committees and raise awareness of CSR	Bolstered CSR implementation to achieve long-term CSR goals; in addition to existing corporate ethics and RC activities, began full-scale implementation of risk management and social contribution activities Updated the CSR Report, opened the CSR Report Presentation to all divisions, and increased the dissemination of information including messages from senior management through the internal newsletter and the intranet to raise employees' awareness of CSR; results were confirmed through questionnaires	○	Firmly establish and enhance risk management and social contribution activities Increase the dissemination of information Implement measures to raise awareness within the company such as holding forums	CSR Department		
	Consider United Nations Global Compact (GC)	Use the GC network in CSR activities	Maximized the use of the GC subcommittee and other organizations and reflected them in corporate policies; the company president participated in the February 2010 Management Conference	◎	Utilize the Global Compact network in CSR activities	CSR Department		
	Reinforce corporate ethics and legal compliance	Conduct survey on awareness of corporate ethics Reinforce publicity of new JSR Group Principles on Corporate Ethics and the new hotline Establish legal compliance framework	Conducted a survey of awareness throughout the entire group; the results were made known to group employees using explanatory briefings and a plan to follow up any issues identified through the survey was prepared Prepared English and Chinese posters for the multi-lingual hotline introduced in FY2009 and reinforced publicity overseas Conducted compliance seminars for officers taught by outside instructors and DVD training for managers Periodically confirmed the status of legal compliance and conducted improvement activities for the entire group including companies overseas	○	Periodically conduct surveys on awareness of corporate ethics and conduct follow-ups Conduct surveys on awareness of corporate ethics Continue educational activities Highlight importance of each law and firmly establish systems	Corporate Ethics Committee		
	Reinforce risk management	Begin operation of company-wide risk management system Reinforce emergency response capabilities Adopt countermeasures against new strains of influenza	Began operation of the risk management system created in FY2009; identified 12 major company-wide risks and began implementation of systems to manage those risks Conducted real-time crisis management training in anticipation of a major accident or disaster, introduced an employee safety confirmation system, and reinforced response capabilities in the event of a crisis Made enhancements to the influenza countermeasures adopted in FY2009 and implemented them when influenza was prevalent	○	Periodically conduct company-wide risk-management activities and firmly establish systems Continue and improve crisis management training Continue countermeasures	Risk Management Committee		
	CSR Procurement ¹	Investigate the introduction of CSR procurement (new target)	Completed investigations of systems for the introduction of CSR procurement	◎	Begin CSR procurement	Procurement Department		
RC (environment, safety and health) management	Develop products that take into consideration the environment and safety	Provide environmentally-friendly products Determine environmental impact through LCA ²	Reviewed environmentally-friendly products and reinforced measures Registered LCI ³ data on standard synthetic rubber in the Japan Environmental Management Association for Industry's database; investigated calculations concerning product data for fine chemicals	○	Encourage development of environmentally-friendly products and expand product lineup Continue investigation of use of LCI data in activities to reduce environmental impact	Responsible Care Committee		
	Improve management of chemical substances	Legal compliance with GHS ⁴ Legal compliance with EU's REACH Directive ⁶ Implement green procurement ⁷	Made advances in labeling of products shipped in Japan in accordance with the Industrial Safety and Health Law and performed GHS of MSDS5 as planned Completed provisional registration in accordance with EU's REACH Directive; began preparations for registration Participated in and conducted trial operation of the JAMP ⁸ global portal site	○	Promptly respond to GHS in accordance with laws and regulations of each country with respect to exported products Perform registration; comply with the REACH directive Conduct activities that emphasize collaboration within the supply chain			
	Continue improvement of product quality	Implement PLP ⁹ activities	Reinforced measures for preventing quality-related incidents by reviewing quality control systems and improving quality risk detection technologies	○	Continue thorough PLP activities in collaboration with group companies			
	Provide environmental and safety information concerning products	Provide environmental and safety information to customers	Used MSDS electronic management system to provide appropriate MSDS concerning prototypes and products to customers	○	Continue the thorough provision of environmental and safety information to customers			
	Eliminate accidents and disasters	Implement advance environmental and safety assessments Introduce systematic measures to prepare for and respond to major earthquakes	Continued advance environmental and safety assessments in accordance with safety and environmental manuals when installing new or modifying existing facilities and performing non-regular work; the cause of a small fire that occurred at the Yokkaichi Plant in FY2010 was thoroughly investigated, and measures were taken to prevent recurrence Continued activities to eliminate dangerous work practices and conditions in order to prevent work related health and safety accidents; in FY2010, there were no accidents resulting in lost work time by JSR employees Continued earthquake-proofing construction with focus on high-pressure gas facilities in plants based on results of earthquake-proofing diagnosis	△	Identify potential risks concerning existing facilities, materials and work, and continue countermeasures Eliminate dangerous work practices and conditions, and encourage passing down of technologies Introduce measures in accordance with the mid-term plan			
	Establish business sites that are trusted by the public	Conduct reviews to maintain ISO 14001 and ISO 9000 series statuses Maintain certification under security related laws and ordinances Audit environmental and safety performance of group companies	Passed ISO 14001 and ISO 9000 series audits at three JSR plants (Yokkaichi, Chiba, Kashima) Maintained and continued certifications relating to safety laws and regulations (High-Pressure Gas Safety Law, Fire Service Law, Industrial Safety and Health Law) Environmental and safety audits including domestic group companies were continued; audits of overseas group companies have yet to be conducted	○	Continue undergoing of ISO 14001 and ISO 9000 series accreditation reviews Update certifications under safety laws and regulations Continue environmental and safety audits of domestic and overseas group companies			
	Reduce environmental impact	Encourage energy conservation: reduce energy consumption ratio by an average of 1% annually compared to the FY1999 level Reduce atmospheric releases of VOCs ¹⁰ Promote reductions of industrial waste, etc., and impact of wastewater on environment Introduce measures to improve local environment	Investigated measures for achieving the goal of 6% reduction of CO ₂ emissions (absolute value) by FY2013 compared to the FY1991 level; large-scale natural gas-fired gas turbine cogeneration system was installed at the Yokkaichi Plant in April 2010 In FY2010, production volumes declined, and as a result, emissions fell by approximately 80,000 tons; however, the target of reducing the energy consumption ratio by 1% was not achieved Continued the accumulation of knowledge and information concerning CO ₂ emissions trading through the trial operations being conducted by the government Continued energy-saving activities at employee homes through the ABC Activities ¹¹ of the Japan Chemical Industry Association (JCIA), conducted from April 2008 to March 2010; received JCIA's Effort Award VOC volumes were reduced by approximately 75% compared to FY2001 due to the installation of RTO ¹² at three JSR plants Concerning industrial waste, due to measures to limit the generation of industrial waste, comprehensive sorting of waste, searches for recyclers, and other measures were taken at all plants, "zero waste" goals have been achieved every year from FY2004 to FY2010 (6 tons of landfill waste per year) Concerning wastewater (COD, total nitrogen, and total phosphorous), efforts were made to reduce environmental impact to comply with the 6th Total Pollutant Load Control Reductions in offensive odors continued with the installation of RTO at three JSR plants Countermeasures to reduce noise and light continued with the installation of a ground flare ¹³ at Yokkaichi Plant; there were no environmental complaints in FY2010	◎	Continue energy-saving activities to achieve target for reduction of CO ₂ emissions Confirm the effects of the newly installed cogeneration system Continue the collection of information concerning emissions trading Participate in Eco-cho (Environmental Household Account Book), which is part of Wagaya-no-Kankyodajin (The Environmental Minister in My Home) program promoted by the Ministry of the Environment The target for VOC reductions in FY2013 is 80% compared to FY2001 levels Continue achieving "zero waste" goals Further reduce environmental impact Continue zero environmental complaints performance			
	Biodiversity Measures	Obtain information on biodiversity (new target)	Participated in the Japanese Business Initiative for Conservation and Sustainable Use of Biodiversity (JBIB) Conducted a seminar for directors taken by an external specialist to raise awareness of biodiversity among management	◎	Adopt specific policies concerning biodiversity			
	Human resources	Support work-life balance of employees	Disseminate information on and increase understanding of sound work-life balance (new target) Enhance various employee programs	Adopted in the FY2011 mid-term business plan and clarified the plan as corporate policy Expanded child-care, nursing-care and family-care programs beyond what is required by law and granted leave for volunteer activities	○		Promote understanding of sound work-life management and encourage policies to raise understanding Confirm understanding of the program by employees (including male employees) and implement measures to raise understanding	Human Resources Development Department
		Ensure diversity in the workplace	Adopt a strategy to promote diversity (new target) Increase diversity in hiring and encourage employment of disabled people	Adopted in the FY2011 mid-term business plan and clarified the plan as corporate policy Promoted diversity in hiring; employment of disabled persons reached the statutory rate of 1.78%	◎		Encourage the development of the corporate culture, take specific measures, and achieve quantitative targets (5% of managerial positions filled by women by FY2016; 15% to 20% of engineering positions and 40% to 50% of administrative positions filled by newly-hired women in FY2012) Encourage diversity in hiring	
Social contribution	Implement social contribution activities	Begin operation of new social contribution programs Encourage activities that contribute positively to local communities	Commenced various programs for educating the younger generation including the Taking Science Lectures on the Road Program and school teacher training, and social welfare programs such as the TABLE FOR TWO and Ecocap Movement; FY2011 was the inaugural year of social contribution activities for the JSR Group Conducted activities that emphasize dialogue with local residents, such as exchange events with local residents at plants, local cleanup activities, and plant tours	◎	Investigate and introduce new programs Continue activities	Social Contribution Committee		

◎ : Better than planned ○ : As planned △ : Improvement needed

Further information on other areas is available in the online version of this report

Glossary

- CSR Procurement**
Measures for the procurement of materials from suppliers aimed at environmental compliance as well as social aspects such as corporate ethics and hiring of employees.
- LCA: Life Cycle Assessment**
A method of analyzing and assessing quantitatively the impact on the environment of a product throughout all aspects of its lifecycle including raw materials, manufacture, use, and disposal.
- LCI: Life Cycle Inventory**
The compilation of input and output data on resources, energy and environmental impact concerning the LCA of a product.
- GHS: Globally Harmonized System of Classification and Labeling of Chemicals**
A system for global standardization of chemical classifications, labeling, and MSDS submission.
- MSDS: Material Safety Data Sheet**
Sheets which are attached to items when they are shipped to other businesses indicating the safety information of materials.
- REACH: (Registration, Evaluation, Authorization, and Restriction of Chemicals) Directive**
A European Union regulation requiring registration of safety testing data for all chemicals that are manufactured or imported in volumes of 1 ton or more annually.
- Green Procurement**
Measures for the procurement of materials from suppliers that implement comprehensive management of substances that have the potential to harm human health.
- JAMP: Joint Article Management Promotion-consortium**
An organization established to facilitate the efficient dissemination of information concerning chemical substances within supply chains.
- PLP: Product Liability Prevention**
Preventive activities designed to prevent the manufacture of defective products.
- VOC: Volatile Organic Compounds**
Organic compounds that are highly volatile; they are a source of atmospheric pollution.
- ABC Activities: "Accelerate By Chemical Industry for Cool Earth" Activities**
- RTO: Regenerative Thermal Oxidizer**
A device that combusts VOCs and breaks them down into water and CO₂ to make emissions cleaner.
- Ground Flare**
A device that combusts waste gases in a cylindrical furnace placed on the ground; ground flares have lower impact on the surrounding environment compared to conventional flare stacks.