

Press information

KYOCERA Group Takes Local Actions to Protect the Environment

Kyoto, 5 June 2013 – From beach cleaning, cycling to greenification projects, employees engage in community-based activities around the world

Since its foundation in 1959, Kyocera Corporation (President: Goro Yamaguchi) has focused corporate activities on the concept of “harmonious coexistence” with society and the environment. As June 5 marks World Environment Day 2013, Kyocera Group employees around the world are also making community-based efforts to further promote a green society.

In England, Kyocera Document Solutions (U.K.) Limited competed with other workplaces to determine which company can get the most employees to ride bicycles. “The Easy Cycle Challenge,” held in the town of Reading from May 6 to June 2, encouraged more people to cycle through a fun competition among individuals and local companies based on the idea that reducing vehicle use will lead to cleaner air and safer streets. Participating in this challenge for the second time this year, Kyocera finished in second place in the category of 50-199 participants.

On the first Sunday of June, employees of Kyocera SLC Technologies Corporation took part in the “No-Litter Initiative” in Japan, an annual project by Yasu City, Shiga Prefecture to clean the local beaches of the country’s largest body of fresh water, Lake Biwa. 698 people from 64 companies and organizations in the region cooperated to collect waste, helping to strengthen community bonds to realize a more eco-friendly society.

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On June 29, Kyocera Crystal Device Philippines, Inc. will join the “Run 2 Plant 4 GREENIN Philippines” in Naga City, Cebu Island. Runners representing various companies will run a distance of approximately 5km (3 miles) from the City Hall to a designated location where they will plant tree seedlings. This event is part of a reforestation program by the city in support of the Philippine Environment Month celebrated in June.

The Kyocera Group is also growing “[Green Curtains](#)” at 34 sites in Japan, China, Thailand and Brazil. Curtains of foliage are grown on trellises in front of windows and walls to provide shade and also shield the buildings from heat radiation — decreasing inside room temperatures by approximately 2 degrees Celsius* (3.6 degrees Fahrenheit), which contributes to a reduction in energy consumption from air conditioner usage. Cucumbers and peas are occasionally grown to form the Green Curtains and then become ingredients for special dishes served in employee cafeterias — a great way to consume locally and reduce employees’ “foodprint.”

Based on the concept of harmonious coexistence, Kyocera strives for ecological and economic compatibility in three broad areas: offering [Green Products](#), managing [Green Factories](#), and promoting [Green Communication](#) with stakeholders. Kyocera believes that fostering mutual understanding and awareness with the community is vital in addressing environmental issues and remains committed to local efforts.

* Source: Japan Ministry of Land, Infrastructure, Transport and Tourism

For more information about Kyocera: www.kyocera.eu

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About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 228 subsidiaries (as of April 1, 2013), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 3,0 gigawatts of solar power having been installed around the world to date.

The company is ranked #492 on *Forbes* magazine's 2013 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of about 71,000 employees, Kyocera posted net sales of approximately €10.58 billion in fiscal year 2012/2013. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €500,000 per prize category).

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