

A History of TDK's CSR Activities

Ever since its founding, TDK has contributed to society by making products of value. This section presents a short overview of how TDK as a company has responded to the needs and expectations of society.



Things That Change and Things That Remain

TDK as a company was formed for the purpose of industrializing ferrite, a revolutionary magnetic material with unique properties that had been invented in Japan. During the seventy years since then, we have based our activities on a spirit of craftsmanship, which means creating a product from scratch, beginning with a thorough understanding of the source material. This has enabled us to turn out creative and valuable products that contribute to the advancement of the "electronics society" of today.

The TDK Group will continue to develop and offer innovative and meaningful products. On the other hand, the environment in which we find ourselves is constantly evolving and changing. As the scope of our business activities expands, we obtain more opportunities to contribute to society, but we must also be aware of the possible dangers and pitfalls. The responsibility that industry has to society as a whole is getting ever more complex and important.

What Can We Do for the Future Now?

At the Earth Summit in 1992, the fact that environmental problems were an issue of global concern was fully realized for the first time. In response, TDK formulated an Environmental Voluntary Plan which became the basis for our activities aimed at protecting the environment.

In 1997, TDK's Mikumagawa Plant obtained ISO 14001 certification. Moving further along this path, a unified Environmental Management System became operative for all Japanese domestic sites in 2005. This ensures that our environmental protection activities are placed within a consistent and comprehensive framework.

In 2002, restrictions on the use of harmful substances started to gain traction, and TDK established mass production technology for electronic components fully compatible with lead-free solder. In the same year, realizing the need to have an action plan for sustainable development and establishing a recycling-oriented society, TDK devised the "TDK Environmental Action 2010." This plan formulates concrete action items as well as medium and long term goals matched

to the characteristics of TDK as a company. It clearly outlines what sites, divisions, and staff departments have to do in order to further intensify our environment-oriented efforts. Currently, a new long-term plan with a global outlook called "TDK Environmental Action 2015" has been released. It shows how the entire TDK Group will work towards fully sustainable development and the realization of a no-waste, recycling-oriented society.

Note: As for TDK's Environmental activities, please refer the following URL.
http://www.tdk.co.jp/csr_e/csr05100.htm

Evolving CSR Activities

The responsibilities of industry towards society, and the expectations and demands placed by society on businesses are ever evolving and expanding. Beyond measures to protect the environment, other increasingly important requirements include transparency of management, concern for human rights and equal opportunity, and meaningful communication between all parties that are stakeholders of the company.

In the electrics and electronics sector, the Electronic Industry Citizenship Coalition (EICC) was formed in the U.S. Inspired by this development, the Japan Electronics

and Information Technology Industries Association (JEITA) published a Supply-Chain CSR Deployment Guidebook in 2006. As these developments in the industry show, CSR concerns not only the members of a single company or group, it also extends to suppliers and the entire manufacturing and marketing chain. A common understanding of this vital fact is emerging now. The TDK Group is both a supplier and a consumer of raw materials, and our CSR activities are to be based on a comprehensive policy.

Future Outlook for the TDK Group

With an eye on the near future, TDK will further consolidate its CSR activities with the aim of enhancing the quality of management. The capability for CSR self-evaluation at the various sites of the group will be strengthened, which will inspire staff members at the respective sites to take the initiative and turn policy into action.

The spirit of craftsmanship that has characterized the TDK Group since the beginning will continue to be relevant. At the same time, we need to adapt to the changing needs of society, enabling us to contribute to society in a meaningful and productive way through the products we make.