

Local Community Relations

Corporate Profile → CSR Activities → Local Community Relations http://www.tdk.co.jp/csr_e/csr02700.htm

Basic Concept of Contributing to Society

TDK, recognizing its responsibility to act as a corporate citizen in harmony with the rest of society, promotes unique community activities aimed at contributing to society in a meaningful way.

Principle

Based on TDK's corporate motto of "Contribute to culture and industry through creativity," the TDK Group aspires to foster the development of a healthy and prosperous society by implementing various activities in which all TDK employees can feel committed and connected to the community.

Policy

The TDK Group will utilize its various resources (employees, products, capital, information, etc.) to globally implement proactive community activities—both alone and working alongside NPOs and NGOs—that contribute to the betterment of society in the areas of (1) academic, research, and education, (2) sports, art, and culture, (3) environmental conservation, and (4) social welfare and local community service activities.

Academic, Research and Education Activities

TDK is willing to return the profits of its activities to local communities by utilizing our accumulated product technologies and human resources. Specifically, TDK wishes to offer opportunities for young people who will lead the next generation to acquire a wide range of knowledge, experiences, and skills.



Electronics workshop
(TDK History Museum)

Since fiscal 2008, we have been conducting hands-on workshops for primary and junior high school students. In fiscal 2009, these were held both in the summer and the winter holidays, offering the opportunity to build IC radios and miniature cars powered by solar cells. About 260 students have so far taken part in the workshops.



"Career Day" at a primary school
(TDK Components U.S.A., Inc.)

In March 2009, employees of TDK Components in the U.S. State of Georgia visited a local primary school on Career Day, giving a presentation to the students about their work, about the recycling and power saving efforts of their company, and about how the company complies with various regulations.



Plant visit by primary school students
(TDK Ujo Corporation)

In November 2008, fifth graders from the local Okubo primary school paid a visit to the factory as part of their "Learning about Industry" class, to see for themselves how our products are made and how they are used.

Sports, Art and Culture Activities

TDK strives to be an "exciting company," capable of providing quality and excitement to stakeholders. TDK provides support in inspirational sports and art activities that uplift people's hearts.



Sponsorship of World Championship in Athletics

TDK has been an IAAF Official Partner of men's bibs since the first IAAF World Championship in Athletics, held in Helsinki, Finland in 1983. It has been decided to continue this sponsorship until 2019.



Bringing the world's greatest orchestras and students together (TDK Outreach Mini Concert)

In November 2008, TDK organized a special mini concert by five wood wind players of the Berlin Philharmonics Orchestra at a Junior High School in Roppongi, Tokyo. Members of the school's wind orchestra were even able to play together with the visiting virtuosos.



Baseball lessons for high school students (TDK Baseball Club)

In January 2009, the TDK Baseball Club held a practice session for baseball club members from high schools in the Shonai region of Yamagata Prefecture. 36 students from 8 schools received training and instruction from six TDK club members.

Environmental Conservation Activities

TDK is engaged in R&D activities to provide products that make people's lives more convenient. But we also work earnestly on various environmental conservation activities to contribute to the harmonious coexistence of society with the global environment.



Tree planting session
(TDK (Thailand) Co., Ltd.)

120 TDK employees helped to plant 600 trees in Thailand's Lop Buri Province in June 2008, to reduce the risk of flooding from a dam.



Applying fertilizer to TDK Beechwoods
(TDK sites in the Akita area)

In June 2009, about 100 TDK Group employees participated in applying fertilizer and weeding the "TDK Beechwoods" located near Mt. Chokai in Akita Prefecture.



Midosuji cleanup campaign
(Osaka Branch Office)

Since fiscal 2007, staff members have been carrying out clean-up activities in the vicinity of their office on certain days for about 30 minutes before starting work. During fiscal 2009, this was done eight times, with a combined total of 135 persons participating.

Social Welfare and Local Community Service Activities

TDK conducts its business activities on a global basis. We endeavor to apply our resources in a positive manner and provide help in overcoming various challenges in local communities, in order to realize a better society.



Making heliport available for medical emergency helicopter (Mikumagawa Plant)

Since autumn 2008, the helicopter takeoff/landing facility within the site is being made available as a heliport for medical helicopter services. This is used not only in emergencies but also when patients require transport to medical facilities with special equipment.



Blood donation drive (Magnecomp Precision Technology Public Company Limited)

Starting in 2003, TDK has been conducting a blood donation drive four times per year on its site, for the benefit of the Red Cross Society of Thailand under the cooperation of the Ayutthaya Red Cross. About 85 employees donate blood each time. So far, more than 400,000 cc of blood have been collected.



Environment topic meeting with local citizens (Asama Techno Factory)

In December 2008, a meeting about environmental topics was held for residents of the local Nishiyashiki area. 12 participants were given an overview of the plant and its products, and received detailed information about the handling of industrial waste.