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Yokogawa Corporate Citizenship

Yokogawa's corporate citizenship is rooted in the company's philosophy of being pioneers and good citizens. Yokogawa sees its fundamental duties as going above and beyond benefiting society through its normal business activities and complying with the law—it is actively engaged in addressing serious social issues, regional revitalization efforts, etc.

Cultivating Future Human Resources



Yokogawa Science Classes addressing the fundamental technologies that are the basis for Yokogawa's business—optics, electrics, radio, etc.

[→ more](#)

Interacting With Local Communities



The Yokogawa Group's various locations each work to benefit their local communities in ways to address their own specific needs.

[→ more](#)

Dealing With Social Issues



Providing assistance towards humanitarian concerns and natural disasters through our employee volunteers and collaboration with non-profit organizations and NGOs

[→ more](#)



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Cultivating Future Human Resources

Yokogawa's business is built on its technical strengths in measurement, control, and information, and thereby supports science education in primary schools. The company's hope is that this will develop an interest in science and technology among the next generation. Yokogawa employees also volunteer to serve as instructors at colleges and research institutions. The company also provides materials (such as instruments and research funds) as part of its wide range of support.

Yokogawa Science Classes (Japan)

Concerned that children were not being sufficiently educated in science, Yokogawa started offering the Yokogawa Science Classes in 2006 for primary-school children. The classes are currently offered on several weekends each year in Tokyo. These classes address the fundamental technologies that are the basis for Yokogawa's business—optics, electrics, radio, etc. Instructors are generally employee volunteers, who often find that their contact with children helps them grow as well. Programs like this are a way to deepen the company's ties with its surrounding communities, as well as a way to encourage an interest in science and technology in the next generation.



Donations to Educational Institutions (Australia)

Yokogawa Australia donated more than AUD \$45,000 worth of process control instrumentation to universities and training institutes in Australia and New Zealand in 2009.



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Christchurch Polytechnic Institute of Technology in New Zealand, and other five educational institutions received Yokogawa's instruments, including digital controllers, magnetic flowmeters and transmitters.

"We see donations of this kind as an essential part of our corporate citizenship," said Yokogawa Australia's Sales and Marketing Director, Russell Palmer. "It's important that apprentices and engineering students have access to current technology so that they are abreast of the latest advancements in instrumentation."



Building a rig using a Yokogawa flowmeter to teach advanced technologies in Christchurch Polytechnic Institute of Technology

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Dealing With Social Issues

With market economies becoming global, companies have a broader impact on societies through their actions. Yokogawa is connected to people throughout the world, directly or indirectly, through its dealings with customers and suppliers.

Yokogawa is taking responsibility as a player in the global marketplace to combat worsening global environmental problems, food shortages, poverty, and education. Healthy economic activity can serve as a starting point for healthy regional communities.

Yokogawa has taken an active part in addressing regional social issues by providing assistance towards humanitarian concerns and natural disasters through its employee volunteers at their respective regional branches. Yokogawa also deals with global issues such as poverty and human rights issues through its collaboration with non-profit organizations and NGOs.

Yokogawa's Social Contribution with its Employees

- [Project to Protect the Woodlands of Tokyo](#)
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- ["Book Bags Across the Sea" campaign](#)
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Educational Support for Developing Countries through Recycling of Secondhand Books

Since November 2009, Yokogawa has been participating in "Book Magic" a charity program that collects used books, CDs, and DVDs to help support education in Afghanistan and Sudan. In 2009, collection boxes were placed at 50 places between the offices in the Musashino, Tokyo and Kofu, Yamanashi. Approximately 2,500 items were collected by the end of March 2010, and 54,000 yen was donated.

	Total number of Books, CDs, DVDs	Amount Donated(Yen)
Musashino	1,351	41,176
Kofu	1,164	12,911
Total	2,515	54,087



collection boxes

Here are some feedbacks from the employees who contributed. "I participated hoping to bless someone living on this same Earth." "I often hesitate to sell my old books or throw them away. With Book Magic, I was able to clean out my room without the guilt of discarding my old books, and even contribute to society."

At NPO JEN, donations were use in the following ways to support the local schools.

- Afghanistan: Installation of windows, doors, and rest rooms
- Iraq: Painting walls and installing a water storage tank
- Sudan: Installation of wash-basin and hygiene education

→ [Book Magic official web site \(NPO JEN\)](#) 



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Contributions from Yokogawa Retirees

Aid to the Cambodian Elementary School

Since 2003, a group of Yokogawa retirees has played a central role in supporting an elementary school in Cambodia. Below is a small part of their work:

A note from Mr. Ogiso (Rokumaru Ikasu Club Elementary School tour group leader), a Yokogawa retiree:

We started a club called "Rokumaru Ikasu Club" with those of us who joined Yokogawa Electric Corporation in 1960, after high school. In reaching the mandatory retirement age, we, the Rokumaru Ikasu Club, rallied together to build an elementary school in Cambodia, in honor of our colleagues and the many who paved the way before us, and to mark the beginning of an enjoyable latter half of our lives. With donations from 46 voluntary contributors and the help of World Bank, the elementary school building was complete in October, 2003. It is located 140 km southeast of Siem Reap, known for the remains of Angkor Wat, in a remote village that has no electricity or running water.

In January 2004, 16 members from the Rokumaru Ikasu Club were warmly welcomed by students and their guardians at the school's opening ceremony. After we returned to Japan, we set up a fund to continue our support. With contributions from various people, we have been able to continue our support and visit the elementary school every year. So far, our contributions have given this school bookcases, along with 100 folk tale books, swings, slides, and other play equipments. In addition, our contributions also gave the school its front gate, which is an important symbol for any school, a kitchen shack and a well for students who are not able to eat breakfast before coming to school.

In 2009 and 2010, we held an athletic event where we joined the students in exercising and other games and activities.

Since the Cambodians speak Khmer, communication with the students was initially challenging; however, after spending some time interacting with them, the students have become more outgoing, often running to us with big smiles. We taught them simple Japanese phrases like



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"ohayou (good morning)", "konnichiwa (hello)", and "arigato (thank you)", and helped them establish a regular cleaning routine after school. I am hoping to continue in my involvement as long as I physically can. It has been quite energizing just to look at the children's beautiful smiles and sparkling eyes. (March 20 10)

■ Classroom Interactions

The members of the Rokumaru Ikasu Club performed on the harmonica in front of the students. They also taught them greetings in Japanese, performed songs and dances, and showed them how to make a kite, origami, and paper airplanes. The students also shared their culture by performing Cambodian songs.



■ Making Curry Rice

Mothers from the neighborhood brought pots to make curry together. When the meals are served, the students swarmed around the food (they must not be accustomed to lining up to get served), but this has never led to any accidents or quarreling.



Athletic Event

The sight of the students playing tug of war and basketball was exactly like watching kids in Japan. All students seemed eager for their turns, and there were always more players on the field than initially planned.



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"Book Bags Across the Sea" Campaign

Carrying on the tradition from 2008, Yokogawa participated in the 2009 "Book Bags Across the Sea" campaign, sponsored by Kuraray Co., Ltd. Used book bags and other school supplies were collected from Yokogawa employees and were sent for supporting the education of the children in Afghanistan and Mongolia.



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In collaboration with JOICFP

Donations from "heartfelt healthy menu" at Yokogawa's company cafeteria

Since 2009, the cafeteria at Yokogawa Electric Corporation Headquarters has been offering a special menu called the "Heartfelt Healthy Menu" every Monday of the week. For every purchase of a meal from this menu, a donation of 20 yen is made to developing countries such as Afghanistan through JOICFP (Japanese Organization for International Cooperation in Family Planning). These funds are then used to purchase seedlings for crops.

Not only does the menu promote good health for the employees by offering healthy meals with calorie considerations and nutritional balance, it also helps developing countries become self-sustaining by providing the funds to purchase seedlings.

From April 2009 to March 2010, approximately 1,400 Heartfelt Healthy meals have been sold, and donations equivalent to 232 orange seedlings have been made.



heartfelt healthy menu



Planting a young orange tree

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Vending Machines for the Common Good

In September 2008, Yokogawa installed a vending machine on behalf of SELP (Support of Employment, Living, and Participation) at its head office and one in the surrounding neighborhood. In addition, in 2009, the SELP vending machines were installed within the Group's company premises in the cities of Akiruno, Ome, and Tachikawa in Tokyo; and in the cities of Kofu and Uenohara in Yamanashi prefecture. Part of the proceeds from these vending machines go to the Japan SELP Center, which uses them to assist people with disabilities find employment.

The SELP vending machine is placed alongside ordinary vending machines at the Yokogawa head office, and it generates 30% more sales than the ordinary one that preceded it, showing the desire that many employees have to do something for the common good.

Not only does Yokogawa promote employment of people with disabilities within its own company, it looks to expand employment opportunities for people with disabilities in the surrounding communities. Placing the SELP vending machine is just one way of doing this.

* About the Japan SELP Center
Provides training and facilities for people with disabilities for the purpose of helping them to live independently.



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Bottle Cap Vaccination Drive

The Yokogawa head office and factories undertook an “ecocap” drive beginning in 2008 to recover the caps for plastic bottles and sell them as recyclable materials; the resulting funds were donated to childhood vaccination programs. This was organized by the [EcoCap Movement](#).

Yokogawa placed bottle cap recovery bins at its head office and factories and encouraged employee participation through posters and company newsletters. This resulted in some 905,000 bottle caps recovered during FY 2009, which were sent to the EcoCap Movement. This was enough to purchase roughly 1,500 polio vaccinations.

Recycling these bottle caps also limited CO2 emissions by 7,128 kg.



Bottle cap recovery bins at the head office and factories

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Disaster Assistance

Yokogawa is always looking for ways to provide assistance in the wake of severe natural disasters that affect its business activities.

Past Disaster-relief Efforts

February 1, 2010	Yokogawa Supports Haiti Earthquake Relief Efforts.
October 8, 2009	Sumatra Earthquake
August 5, 2008	Kanazawa Flood
May 15, 2008	Myanmar cyclone and Szechuan province Earthquake
July 24, 2007	Niigata prefecture Chuetsu-Oki Earthquake
June 21, 2006	Java Earthquake
September 9, 2005	Hurricane Katrina in the USA



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The Solar Powered Lantern Project: "Lighting a Billion Lives"

This project, which provides solar powered lanterns to villages in India without access to electricity, is the work of Rajendra Pachauri, the chairman of the Nobel-prize-winning Intergovernmental Panel on Climate Change (IPCC) and director general of India's TERI. In Japan, it seeks supporters through the Gaia Initiative, a non-profit organization.

Yokogawa, which has a subsidiary in India, contributed enough lanterns for one village during 2009. It has helped to both combat global warming through the use of renewable energy sources and support its local community.*

Details of Yokogawa's contribution

Location: Pachpadi village, Thanagazi block, Alwar district, state of Rajasthan

Households: 62

Population: 600


Replacing the kerosene lamps previously in use with solar powered lanterns will reduce CO2 emissions by roughly 1.45 tons per lantern over ten years, or some 72.5 tons for the entire village.

Lighting a Billion Lives Supporter Certificate

At a September 7, 2009 ceremony in Tokyo to present certificates to supporters, Yokogawa received a corporate supporter certificate from Dr. Pachauri.

front row from left:



 [Lighting a Billion Lives Supporter Certificate](#)



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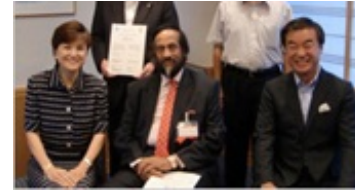
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Tomoyo Nonaka,
Representative Director of the Gaia Initiative
Dr. Rajendra Pachauri,
Director General of India's TERI and Chairman of the
IPCC
Shigefumi Matsuzawa,
Governor of Kanagawa Prefecture



back row:

Yokogawa's Director Yagi
Corporate Citizenship Coordinator Shozugawa.

* Yokogawa's donation was made through Kanagawa prefecture, following a request from the prefecture to the company offices.

For more information:

→ [Lighting a Billion Lives](#)

→ [Monetary Donation and Charities](#)

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Construction Assistance for Community Health Center

Yokogawa Donates a Community Health Center in Indonesia

Working through [PH-Japan](#), a certified non-profit organization, Yokogawa donated a community health center (Poskesdes) in the Serang district of Indonesia in April 2009. The Serang district is a poor area 80 km west of Jakarta, where most childbirths are handled traditionally and problems during childbirth are a frequent cause of death for both the mother and newborn. PH-Japan has been seeking to alleviate this problem by training midwives and providing health education to expectant mothers for safer deliveries. Until currently, this area has lacked any kind of proper childbirth facilities, making it difficult for midwives to assist in safe deliveries. The donated community health center will be staffed 24 hours a day by midwives to assist with deliveries. There are some 500 women of childbearing age in the area, and about 100 births per year.

The center will initially focus on services for pregnant women, including medical exams, assistance in delivery and family planning. It will also handle general-medical care including emergency care, general medical care, and preventative care. Over time, the center is expected to serve the community as a comprehensive health center that maintains the health of people in the community.



Community health center exterior



Staff



Delivery table

For details, visit: [→PH-Japan](#)

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Interacting with local communities

The Yokogawa Group's various locations each work to benefit their local communities in ways to address their own specific needs. In Japan, for example, the company makes an effort to encourage young people through sports, to protect the environment in the green areas surrounding its head office and factories, and to protect against earthquakes. In China, the company assists children by covering school expenses and donating warm winter clothing and shoes. These projects are a form of corporate citizenship that relies on an eagerness to volunteer from the employees. They make it possible for Yokogawa to live up to its philosophy of being a good citizen everywhere it does business.

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CSR Efforts by Yokogawa Group Companies

Various companies of the Yokogawa Group are using their unique strengths to engage in different CSR efforts to address the specific needs of their local areas. Here are some of the efforts from 2009:



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- [Yokogawa Electric China Co., Ltd.](#)
- [Yokogawa Electric Korea Co., Ltd.](#)
- [Yokogawa Taiwan Corporation](#)
- [Yokogawa Philippines Inc.](#)
- [Yokogawa Australia Pty.Ltd.](#)



- Group companies in Japan:**
- [Yokogawa Field Engineering Service Corporation](#)
 - [Yokogawa Denshikiki Co., Ltd.](#)
 - [Yokogawa & Co., Ltd.](#)
 - [YDC Corporation](#)

CRS Efforts from 2008:

- [Yokogawa China Co., Ltd.](#)
- [Yokogawa Electronics Manufacturing Korea Co., Ltd.](#)



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CSR Efforts by Yokogawa Group Companies

Yokogawa Europe B.V.

From its headquarters in Amersfoort (Utrecht Province), the Netherlands, Yokogawa Europe oversees all Yokogawa business operations in Europe and Africa. Yokogawa was the first Japanese company to establish a presence in Utrecht Province, and today a total of approximately 40 companies from Japan have operations here.

Yokogawa Promotes the Arts in Amersfoort

Yokogawa has a long history in Amersfoort and has been working together with the local government to promote art initiatives in the city. Through one such activity, "Amersfoort in C," Yokogawa has contributed towards establishing the KaDE* art gallery. In so doing, Yokogawa has helped to enrich the city's cultural life.

* This acronym stands for "Kunst aan de Eem," which translates as "Art on the Eem" and refers to the Eem river that runs through Amersfoort.



KaDE art gallery



KaDE opening ceremony

Building a Strong Relationship with the Dutch and Japanese Trade Federation



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Yokogawa Europe's new headquarters building opened in May 2009. Environmentally optimized, it has a floor area of 25,000 m² and houses a total of 500 employees. In November 2009, 40 people from the Dutch and Japanese Trade Federation (Dujat) came to inspect the new building and speak with the employees. This was a good opportunity for the Dujat representatives to learn about Yokogawa's business philosophy and corporate culture as well as Japanese craftsmanship.



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CSR Efforts by Yokogawa Group Companies

Yokogawa Electric China Co., Ltd.

Yokogawa Electric China Co., Ltd. (YCS), a production site of the Yokogawa Group, primarily manufactures flow meters and data loggers. YCS has recently been putting more efforts into its contributions to local communities as well as society as a whole.

Mount Tianping Cleanup Effort

In October 2009, YCS organized a cleanup activity on Mount Tianping, a famous tourist spot also known as the symbol of Suzhou, as a part of their environmental protection efforts. On the day of the cleanup, 170 YCS employees gathered to volunteer their time and efforts. Under the clear autumn sky, the volunteers picked up a variety of litter such as cigarette butts and scrap papers off the mountain trails, all the while enjoying the wonderful scenic views. After 2 1/2 hours of cleanup, eight bags of litter were collected, weighing a total of approximately 20 kg.

This was the first time YCS took part in a cleanup activity for a public area as part of its environmental protection efforts. One of the participants expressed that he hopes "to continue to actively take part in these activities and raise more awareness in the community." In addition, all the participants held a barbecue social afterwards. YCS plans to partake in this activity on a consistent basis at Mount Tianping every year during Environment Week. Starting in 2010, YCS will also implement new activities, such as planting trees and volunteering at an orphanage.



Mount Tianping Cleanup Effort



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CSR Efforts by Yokogawa Group Companies

Yokogawa Electric Korea Co., Ltd.

As the central base of the Yokogawa Group in South Korea, Yokogawa Electric Korea offers sales, engineering, maintenance services, and comprehensive industrial automation solutions for manufacturing.

Supporting Elementary School Education

The economic downturn in Korea has increased the poor population. According to OECD, the number of households below poverty level has exceeded 3,000,000 in 2009. More children are struggling to get their education due to economic reasons.

Yokogawa Electric Korea has donated a total of 6,000,000 won to neighboring elementary schools in December 2009 and in March 2010. The donated money will be used to supply lunches to 12 students who are in need of financial aid. It is these types of small efforts by Yokogawa Electric Korea that is making a difference in the local area. In the mean time, Yokogawa Electric Korea is planning to hold 2 more events to support the handicapped children within this year.



Presenting the donation

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CSR Efforts by Yokogawa Group Companies

Yokogawa Taiwan Corporation

Efforts to Improve Customer Satisfaction

In 2009, Yokogawa Taiwan received three certificates of appreciation from their customers. These were presented in response to Yokogawa Taiwan's work in three projects: deployment of a new system, system upgrade, and maintenance service of an existing system. The appreciation indicates successful on-time delivery and customer satisfaction of the results.



Grand Pacific Petrochemical Corporation
(System upgrade)



China Steel Chemical Corporation
(Maintenance service)



Chang Chun Plastics Co., LTD (Deployment of
a new control system)



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In general, Yokogawa Group's products have a long life; the products can last for decades at the customer's plants. For this reason, Yokogawa Group has established service plans over the life of a plant, and has committed to building long-term trust relationships with customers around the world.

Energy-saving Strategies at a Coal-fired Power Plant

Taiwan Power Company is a state-owned enterprise that is the country's only public power utility. It operates thermal, hydro, and nuclear power plants that produced a total of 144.1 billion kWh in 2009. The company's Taichung Thermal Power Plant is one of the largest thermal power plants in the world (total capacity: 5,500 MW). The boilers and turbines in units 9 and 10 (capacity: 2 x 550 MW) in Taichung are controlled by the CENTUM CS 3000 control system. In 2009, a project of soot-blower * optimization was launched to increase boiler efficiency. Yokogawa's Exapilot operation support software package was selected for this project.

At this writing, the soot-blower is operated once every eight-hour shift. It is expected that the incorporation of the know-how of highly experienced operators in the Exapilot package to optimize the operation of the soot-blower will maximize efficiency of the boilers. By improving power generating efficiency, this will also decrease fuel consumption and carbon dioxide emissions. In addition, the optimized operation of soot-blower will enable the plant to operate more efficiently. This project is presently underway and is expected to be completed in 2011.

*A device that removes the soot deposited on a boiler's furnace tubes



Taiwan Power Company
Taichung Thermal Power Plant
Unit 9 and 10

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CSR Efforts by Yokogawa Group Companies

Yokogawa Philippines, Inc.

Located in the bustling and beautiful city of Quezon, Yokogawa Philippines (YPI) provides everything from engineering and sales to maintenance of Yokogawa's control systems and instruments. In line with Yokogawa's corporate vision of "Working harmoniously to contribute to society", YPI has been involved in various CSR activities in the Philippines.

Support for the recent typhoon victims

In September 2009, super typhoon Ondoy hit Metro Manila and nearby towns causing heavy flooding and severe damage to housing and public infrastructure. YPI wasted no time to launch a campaign to collect food, blankets, clothes and other relief goods that amounted to 67,796 Philippine pesos from its employees and management. All the items were donated to the victims through ABS-CBN Sagip Kapamilya (a local charitable organization) and LaSalle Greenhills (a school actively involved in charitable activities).

Educational support for deserving students

YPI is also an active supporter of non-government organizations (NGOs) such as Gawad Kalinga and CFC Ancop Tekton that provide educational support to poor but deserving students across the Philippines. In 2009, four high achieving high school students recommended by CFC Ancop Tekton, were given scholarships totaling 20,900 Philippine pesos to continue their education.



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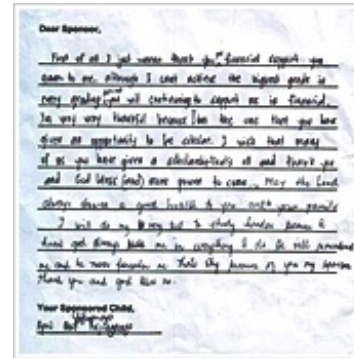
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Scholarship award ceremony



Thank you letter from the student

Efforts to Reduce Waste Materials

In metropolitan Manila, lack of public waste disposal facility has become a serious problem. To contribute to the protection of the environment, YPI is involved in ongoing efforts to reduce the consumption of polystyrene (Styropor), a widely used non-biodegradable food packaging material that usually end up as landfill waste. Between February 2009 and March 2010, the company launched a Styropor reduction campaign within the company. By switching the employees' food packaging to paper and other biodegradable materials, approximately 20 cubic meters of non-biodegradable Styropor were eliminated.



Styropor box

Efforts to Improve Customer Satisfaction

To enhance customer satisfaction, YPI began conducting surveys in 2009 covering a cross-section of its customer base. During that year, the surveys focused on the quality of service that the Customer Service Center provides. The survey questions addressed such issues as accuracy, timeliness and execution of the various services rendered. Fifty eight responses were received and were quickly passed on to the relevant personnel. The feedback proved to be very useful in developing plans and action to further improve the quality of their service. For 2010, a survey focusing on project engineering will be launched.

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Yokogawa Denshikiki Co., Ltd

As a member of the Yokogawa Group, Yokogawa Electric Corporation provides products and services in the fields of environmental measurement, information transfer, kitchen instruments and aerospace technology. The following are some of the companies' CSR efforts:

Environmental Considerations through Separation and Recycling of Discarded Materials

Since 2003, the Iruma branch office has been working with a neighboring support center for the disabled to reduce and reuse discarded cardboard. The amount of discarded cardboard in 2009 was approximately three tons. The discarded cardboard was collected by "Asunaro", a support center for the disabled in Iruma. Money collected from the disposal of the recyclable materials, combined with the funds from the city of Iruma to assist in the cardboard collection, are used as Asunaro's income to cover its operating expenses and salaries for its workers.

In addition, strict policies are enforced to separate metal chips (e.g., stainless steel) for efficient recycling. Specifically, the metals are separated into SUS300 and SUS400 series (SUS303, 304, SUS403, 410) stainless steels, aluminum, iron, and brass. This rigorous separating process increases the value of the metal chips and makes them easier to recycle. They also announced the separating manners to relevant departments, and improved signage at the disposal areas.



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"No-My-Car Day" to Promote Better Health and Reduce CO2

In different parts of the world, there has been a widespread movement towards use of public transportation and bicycles as a preferred method of commuting. This is to address various issues caused by car commuters: health issues among the commuters due to lack of exercise, and environmental pollution (CO2 emission, etc.) from car exhaust. In Hadano, Kanagawa prefecture, where Yokogawa Denshikiki's Hadano branch office is located, the city has been organizing a campaign since 2005 called "No-My-Car Week Hadano", as a part of "Hadano Traffic Calming Project". In this campaign, participating companies are asked to designate two or more days where their employees are encouraged to use public transportations. The Hadano branch office joined in on this effort, and designated "No-My-Car Days" in September and December of 2009, in which a total of 181 employees participated.

Some of the positive feedbacks from the participants were, "It was great to finally get some exercise"; "After I starting to commute on foot, my health improved"; "I'm hoping to personally pursue commuting without my car from now on".

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CSR Efforts by Yokogawa Group Companies

Yokogawa & Co., Ltd

As a complete distributor of Yokogawa Electric Corporation, Yokogawa & Co. offers solutions for measurement, control, and information. In addition, Yokogawa & Co. has abundant experience as a damage and life insurance agency.

Yokogawa & Co. Fund to Support AIDS Education in Vietnam

In 2008, to commemorate the company's 70th anniversary, Yokogawa & Co. set up the "Yokogawa & Co. Fund" with an initial capital of 10 million yen. The fund was set up under PH-Japan, a certified NPO. This fund is being used for the "AIDS Prevention and Education Center" project in Vietnam. The goal of this project has been to establish and run a center for AIDS prevention and education for high school students, college students, and their families. The center was set up inside the Ho Chi Minh City University of Medicine and Pharmacy, with cooperation from the Vietnam Department of Insurance. The actual work is being done by PH-Japan, which has a proven record of accomplishment in this area. In the fiscal year 2008, educational documents were produced and program leaders were trained. A full-scale preventive education has been continuing since the fiscal year 2009.



AIDS Prevention and Education



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CSR Efforts by Yokogawa Group Companies

YDC Corporation

Based on its corporate message, "Service of trust, connecting person to person, company to company", YDC provides solutions for management issues in business transactions and on production floors. Here are some of YDC's key efforts to improve customer satisfaction and to provide employee motivation.

Improving Customer Satisfaction

Since 2005, YDC has implemented annual customer satisfaction surveys in order to grasp customer satisfaction objectively and to improve quality of service. The surveys address areas such as system development, engineering, system maintenance, and key products. The surveys are conducted either in an interview format, in which an employee visits the customer, or in a written format using a sealed document. In 2009, 122 survey responses were collected, evaluated and analyzed. The responses included constructive criticisms and other expectations addressing the need for "completeness of products and support" and "improvement of services and accuracy". Based on these results, YDC aims to strengthen its customer support, and to add greater value to its services.

Communicating with Customers (SONAR Research Group)

In January 2008, YDC launched "SONAR Research Group", providing its members an interactive environment that crosses all boundaries between industries and businesses, to address QA issues in manufacturing. Its members represent a wide range of industries, such as semiconductors, liquid crystals, automotive, electronics, iron and steel, information service, and chemical industries. The SONAR Research Group holds two user conferences every year, in addition to lectures given by manufacturing experts.

The user conferences were held in July 2009 at Yoyogi TKP Business Center and in February 2010 at Shinagawa Prince Hotel. Many QA professionals gathered from different parts of Japan. The conference consisted of various presentations such as the latest case studies from the different companies, and an introduction to process management techniques by an expert in the field. The participants commented: "The case study on the most-advanced data analysis was very helpful";



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"The discussion on the importance of traceability and building an environment was quite interesting".



2009 User Conference hosted by SONAR Research Group

Promoting Employees' Physical and Mental Health

Many of YDC's employees are project managers and engineers in the information technology field, and staying physically and mentally healthy has become a challenge. For this reason, YDC launched a "Sports Day" in 2009 as a new incentive for all the employees. Held every Wednesday, YDC paid up to 1,000 yen to any employee who worked out by going to the gym, swimming, golfing, etc., to cover their expenses. A total of 324 employees took advantage of this provision in 2009.

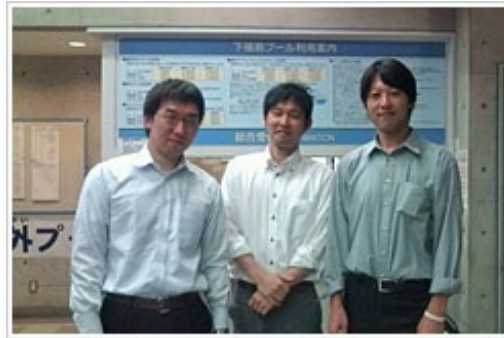
YDC also conducts mental wellness surveys on all employees on a regular basis. The surveys are analyzed with the help of an industrial physician and nurses to help find any early signs of mental illness, and maintain/promote good mental health among its employees.

Employees' Feedbacks on "Sports Day":

"I'm training for triathlon through the Sports Day program. It's good for my health, so I want to continue".

"It feels great to get away from daily grind and exercise my body".

"I enjoy working out, but the gym membership is so expensive, and I just don't feel like going after work. But the Sports Day program brought back the desire to get back into shape".



Participants of YDC Kansai branch office

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