

Let's talk about helping the Earth

kininaru ki



This cover received the highest award in a poster competition entitled "Thoughts about Our Irreplaceable Earth."

Where in our lives can we see Hitachi's efforts to help the global environment?

Hitachi is a large group made of many companies which are located around the world. Hitachi is working to reduce the use of water, oil, and other limited natural resources, as well as to protect nature and prevent global warming. Hitachi makes all kinds of products, from small things like computers in videogames, cell-phones, and services for our homes and communities, to big things like electric power generation facilities and trains.



Hello! I'm Earth.

Systems to protect the atmosphere from pollution

Systems to generate electricity from natural energy like wind and solar power

In cities and communities

Energy-conserving, easy to use elevators

Systems to create electricity efficiently by using water power

Systems to operate equipment using less power

Systems to recycle waste

Systems to make efficient use of even the heat produced from electric power generation

Systems to reuse water

In homes

Comfortable, light, recyclable trains

In schools and businesses

Energy-conserving home appliances easy enough for anyone to use

Hitachi is coming up with ideas to protect the global environment in people's homes and communities.

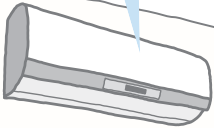
What kinds of ideas has Hitachi developed for household electronic products?



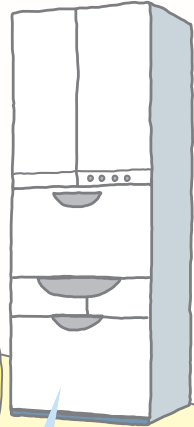
Hitachi engineers always set a goal when they make a new product. When setting their goal, the engineers take the global environment into consideration, for instance, setting goals to "use recyclable materials " or "make a product that operates with less energy than ever before." If they successfully achieve their goal, it is noted in catalogs and other advertisement materials with a **symbol** so that it is visible to everyone.



Air conditioners that use less energy and take in fresh air



Durable, thin, clear picture Plasma Display televisions



Washers & dryers made with recycled materials to perfectly clean and dry your clothes.



Small, light, and easy to operate DVD video cameras



Narrow depth, large-capacity refrigerators with no chlorofluorocarbons

What kind of activities is Hitachi performing in our communities?



Wild Bird Sanctuary

Hitachi is creating a wild bird sanctuary on the property of the Enterprise Server Division in Hadano City, Kanagawa Prefecture, Japan, by planting trees with nuts and fruit for wild birds. In addition, to interact with local elementary students, the company invites children to participate in activities including setting up birdhouses.



Tree-planting

Every year Babcock-Hitachi K.K. plants trees on the land reserved by Hiroshima Prefecture, Japan and the "Hiroshima Prefecture Agricultural Forestry Promotion Center" as a forest water source. The company plants as many trees as necessary to produce the same amount of paper it uses in one year.



Environmental education at schools

Hitachi sends its employees to elementary and junior high schools as teachers' "integrated study" programs. Sometimes Hitachi invites students to the company's facilities to introduce environmental issues and explain what Hitachi is doing about these problems.



Eco-Products Exhibition

Hitachi runs a booth every December at the "Eco-Products Exhibition" held in Tokyo to introduce the company's environmental activities.

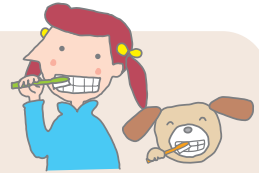


Let's all do what we can for the environment!

There are many things you can do in your daily life. With the participation of 300,000 Hitachi group employees and their families, this is how much can be accomplished:

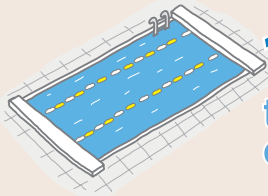


1 Turn off the water when brushing your teeth.



If you keep the water running for 1 minute, you will use 12 liters of water.

Multiplied by 300,000 people, this amounts to **3,600 t.**



12 times
the amount
of water

This equals 12 times the amount of water in a 25-m pool. (Imagine a pool with a length of 25 m, a width of 12 m, and a depth of 1 meter.) By limiting the amount of water you use each time you brush your teeth to about 3 cups of water, the amount of water used will only be 1/20 of the amount, equal to 0.6 l.

2 Set your air conditioner at 28°C in the summer, and at 20°C in the winter!



If you raise the temperature of your air conditioner from 27 to 28°C in the summer, the carbon dioxide emitted per day will decrease by 5.9 kg. (When the air conditioner is used for 9 hours a day.)

Multiplied by 300,000 people, this amounts to **1,770 t.**



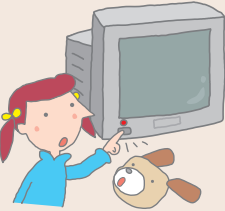
This is equal to a year's absorption of carbon dioxide by 130,000 Japanese cedar trees. If you lower the temperature by 1°C in the winter, the carbon dioxide emitted per day will decrease by 25.7 kg.

3 Turn off your TV's main power switch when it's not in use!

Regular TVs consume 0.11 kW of electric power per hour.

Multiplied by 300,000 people, this amounts to **33,000 kW**.

Equal to
2,850
households



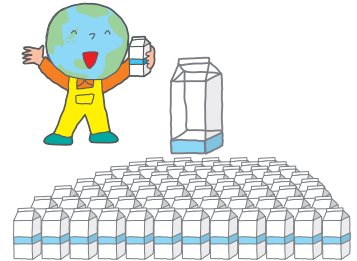
This is equal to about 2,850 households' electric power consumption per day. A TV will consume electric power even if it is turned off. Therefore, turn off the TV's main power switch.



Let's all learn about the global environment!!

There are limits to natural resources.

Let's see how much water is available for consumption on the earth. We know that we can't drink water from the sea or from glaciers. For instance, if water on the earth can be put in 1,000 milk cartons, what is available to us is only 1/10 of 1 carton. Therefore, it is important that we use water with care.



Global warming

Most of the energy that we consume, such as electric power, is produced by burning oil and gas. When we consume a lot of energy, the concentration of carbon dioxide emitted increases and causes global warming. Due to the phenomenon, glaciers at the North and South Poles begin to melt, sea levels begin to rise, and abnormal weather such as floods and droughts occurs easily. If the earth's temperature rises 2°C, the sea level is said to increase 50 centimeters. For this reason, let's use only what electricity and gas we need.



Let's check out some eco-friendly activities!

Let's check how much you are taking care of the environment in your daily life. Go through the questions by answering either "Yes" or "No."

Start

Let's aim for more eco-friendliness!



Do you turn off the water when you brush your teeth?

Yes

No

Do you turn off your TV's main power switch when it's not in use?

Yes

No

Do you set your air conditioner and heater at 28°C in the summer, and 20°C in the winter?

Yes

No

Do you separate your garbage and cooperate with recycling programs?

Yes

No

Do you make an effort to turn off lights in unoccupied rooms?

Yes

No

Do you limit the number of times you open and close your refrigerator?

Yes

No

Do you always take your own bag when you go shopping?

Yes

No

Do you, when you are out, throw away your garbage in garbage bins or bring your garbage back home?

Yes

No

Do you finish your food at home and when eating out?

Yes

No

Do you buy, for instance, notebooks made from recycled paper and materials that are eco-friendly?

Yes

No



Excellent

Excellent on the eco-friendly scale! You are very considerate towards the environment!

Good

Pretty high on the eco-friendly scale. Keep on being considerate towards the environment.

Average

Average on the eco-friendly scale. Let's try something new.

Below average

A little low on the eco-friendly scale. Think of ways you can contribute.

Poor

If you really try, you can do it.

Web sites and books referred to when creating this pamphlet:
 "5th grade social studies" textbook (published by Kyoiku-Shuppan Co.ltd.) "Kono yubi tomare! Eco-kids"
 website at <http://www.eic.or.jp/library/ecokids/>

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