



Continuing to Provide Paper

Building Relationships of Trust with Stakeholders

Through proactive internal communications, external public relations and educational activities to let the community know about our environmental efforts, and by carrying out dialogue with our stakeholders, we will continue striving to protect the environment in the communities of our facilities both inside and outside Japan, contributing to the development of local communities.

From the recovered paper falsification incident, we learned how important it is to listen to the voices of all stakeholders and make our own voices heard at our own will.

1. Starting the Environmental Communication Committee

In June 2008, in response to the recovered paper falsification incident, the Environmental Communication Committee was established around a core of young Group employees. The Committee began its work with the mission of not simply “weathering the storm,” but instead tackling the problem head-on in order to thoroughly rethink the corporate stance of the Oji Paper Group. Through repeated dialogue with persons from outside the company, the Committee learned the importance of intently listening to stakeholder voices and clearly communicating our commitment. The activities of the Committee have been a wonderful opportunity to gain an awareness of the importance of communication.

* For more on the 2008 activities of the Committee, please see the separate section entitled *Oji Paper Group Environmental Communication Committee Activity Report 2009*.

2. Efforts to provide mill tours

Seeing the manufacturing site is the best way to learn about papermaking. True to this, many mills have long provided tours to local elementary and junior high schools or other community members, as well as to our business customers (see Figure 1). However, as we have carried out dialogue with persons outside the company, we have found that many people are not aware of how paper is made or recovered paper is used. This experience has enabled us to keenly realize our past failures to provide such learning opportunities.

The Group now has a broadening sense of urgency, which has led to new voluntary efforts. For example, the Fuji Mill, which almost exclusively uses recovered paper as its raw material, had not generally allowed mill tours for non-business customers in the past. However, spurred on by the recovered paper falsification incident, the mill has adopted a stance of wanting the public to see just how papermaking is done using recovered paper, and has begun offering tours for the general public. The mill established a tour route and dedicated inquiry desk in August 2008, and now even proactively promotes its tours for local elementary and junior high schools.



Visitors at the Oji Paper Fuji Mill

Figure 1 Number of Visitors at the Oji Paper Group's Main Mills (Fiscal 2008)

Company	Mill	Number of visitors	
Oji Paper	Kushiro Mill	269	
	Tomakomai Mill	4,871	
	Fuji Mill	670	
	Kasugai Mill	5,401	
	Kanzaki Mill	316	
	Yonago Mill	1,934	
	Kure Mill	1,329	
	Tomioka Mill	354	
	Nichinan Mill	991	
Total		16,135	
Oji Paperboard	Nayoro Mill	182	
	Nikko Mill	542	
	Edogawa Mill	674	
	Fuji Mill	394	
	Matsumoto Mill	232	
	Gifu Mill	206	
	Sobue Mill	395	
	Osaka Mill	368	
	Saga Mill	362	
Oita Mill	270		
Total		3,625	
Oji Specialty Paper	Ebetsu Mill	442	
	Nakatsu Mill	86	
	Shiga Mill	40	
	Tokai Mill	Iwabuchi Facility	35
		Fujinomiya Facility	0
		Shibakawa Facility	86
		Fuji Facility	15
Daiichi Facility	0		
Total		704	
Oji Nepia	Tomakomai Mill	687	
	Nagoya Mill	85	
	Tokushima Mill	847	
Total		1,619	
Grand total		22,083	

We ask community residents to act as environmental monitors, closely exchange information, and think together with local communities in efforts to bring about better papermaking.

In addition to wastewater and other waste emissions, paper mills have other direct effects on people, such as vibrations, noises and smells. In order to go beyond mere legal compliance and obtain the direct opinions of community residents, we appoint approximately 10 people to serve as environmental monitors for a set period of time to keep information exchanges between facilities and community residents. Specifically, this information includes visits to monitors

by mill environmental supervisors, reports from monitors when they sense abnormalities in sounds or smells, and further, the holding of regular opinion exchanges. The monitors provide us with frank opinions and questions. After the 2007 smoke incidents we expanded the monitor system, which now operates at all the mills of Oji Paper, Oji Paperboard, Oji Specialty Paper and Oji Nepia.

We are working to interact with the community through seasonal events, learning experiences, and even visiting lectures—activities possible only at the Oji Paper Forest Museum.

The Oji Paper Forest Museum is located in Kuriyama Town, Hokkaido Prefecture. It hosts seasonal events such as Christmas wreath-making and Mother's Day card-making, the Oji Forest Nature Schools, and nature experience bus tours. It also sometimes hosts vocational schools holding life science classes, graduate schools holding environmental education training and local governments holding forest guide training seminars. For schools or organizations that are too far

away to visit the Forest Museum, staff can take learning materials with them to give visiting lectures. Though it is out of our field, Internet publicity has even led to requests for environmental lectures at a civil engineering and construction company's safety rally. Our hope is that the Museum can contribute even a little to raising awareness among the general public concerning environmental problems.

Oji Philosophy

We pledge to deepen communication with stakeholders even further going forward.

Due to its mentality as a manufacturer, the Oji Paper Group has heretofore failed to carry on proactive and sufficient communication with people outside the company. This is how the recovered paper falsification incident occurred, but subsequent dialogue with people outside the company has led to many valuable discoveries. The Group now recognizes that a lack of communication was one factor

leading to the falsification. The Oji Paper Group believes that voluntary actions such as accepting more mill tours, exchanging information with the community and interacting with the general public will lead to a change in its corporate culture, and therefore plans to continue to deepen communication into the future.