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Enhancing the Customer Satisfaction and Confidence in Renesas Electronics and Contributing to the Creation of a Society That Provides Improved Quality of Life

In promoting customer satisfaction, the Renesas Electronics Group follows the basic policies of: (1) providing high-quality, high-performance semiconductors in a timely manner; and (2) offering semiconductor-based solutions that facilitate the added-value creation of our customers. In line with these policies, all Renesas Electronics employees in development, fabrication, sales and marketing, and administration are promoting their daily operations to better serve the Company’s customers.

Customer Communication

- Always Aiming to Improve Customer Satisfaction through CS Surveys and Other Means

Renesas Electronics constantly receives information on customer needs from customers and sales partners. In addition, the Company is working to acquire such information through annual CS surveys. Results of these surveys are analyzed from the five CS perspectives of “Technology,” “Quality,” “Responsiveness,” “Delivery” and “Cost” (TQRDC). Findings from analyses are used to improve our products, services and business activities.

Contact Centers

- Always Providing Customers with Technical Information on Products and Their Use

To help customers use the Company’s products safely, appropriately and effectively, Renesas Electronics has established Contact Centers. Through these Contact Centers, the Company provides a variety of technical information on its products and their use.

During fiscal 2011, the number of customer inquiries received by Renesas Electronics totaled approximately 18,000. The Contact Centers are working to respond to these inquiries swiftly and accurately.

Opinions, requests and other inquiries received from customers are fed back to related divisions and offices, and these divisions and offices use them to improve their documentation and the Company’s website. In particular, important matters, as well as other matters that are commonly found in inquiries, are compiled as frequently asked questions (FAQs). The FAQs are posted on the Company’s website in line with efforts to enhance information disclosure. In addition, the FAQs are updated periodically, and their content is strengthened as needed.

Contact Us (Website)
www.renesas.com/contact/
As a company specializing in semiconductors, Renesas Electronics develops and supplies extremely reliable, high-quality products based on leading-edge technologies. With the aim of constantly improving customer satisfaction, the Company is working to enhance the total quality and safety of its products and services throughout the entire process, from design and manufacturing to support services.

### Policy for Product Quality Improvement

In accordance with its Quality Policy, which elaborates the Top Management Commitment regarding product and service quality, Renesas Electronics sets quality objectives every year. To achieve these objectives, divisions and offices in development, manufacturing, and sales and marketing are implementing activities aimed at constantly improving the total quality of their business processes.

Based on these objectives, individual business divisions and offices set prioritized semiannual projects for quality improvement, and they formulate and implement action plans to accomplish these projects. The progress of these action plans is checked at the end of each six-month period, and these action plans are reviewed, and adjusted as necessary. Through this cycle, we are implementing these action plans strategically.

### Renesas Electronics Group

#### Quality Policy

We aim to deliver customer satisfaction and enhance society by providing highly reliable and high-quality products and services

We abide by the following principles in all stages of our business activities—including sales, design, development and manufacturing—in accordance with our corporate quality management system.

- Comply with all applicable legal and regulatory requirements
- Enhance product safety and trust
- Commit to continuously improving the quality of products and services
- Strive to continually improve our quality management system

### Quality Policy Implementation Process

- Top Management Commitment
- Quality Policy
- Quality Objectives
- Companywide Policy Implementation
- Business Divisions/Offices Activities to Constantly Improve the Total Quality

Meanwhile, the Renesas Electronics Group uses a Companywide quality management system in the entire production process, from development to manufacturing and delivery. This approach has enabled the Company to provide extremely reliable, high-quality products and services that achieve improved customer satisfaction. Also, the Company supplies its products to many companies involved with automobile production. In view of this, we use manufacturing tools that conform to automobile sector standards. Through these activities, we are continuing to improve the quality of our products and services so that we are always able to accommodate the specific requirements of our customers.

At present, the Renesas Electronics Group has acquired the ISO9001 quality management system certification on a Groupwide basis. In the meantime, individual manufacturing sites and related remote locations have acquired ISO/TS16949 automotive quality management system certification.
Activities to Improve Product Quality and Safety

Renesas Electronics is working constantly to improve the total quality of its products and services by setting quality indices in each of the development, manufacturing, and sales and marketing processes. The Company also cooperates with industry groups to improve its quality management systems so that the quality of its products can be assured even after application by customers. These activities are complemented by our product safety risk assessment, enabling us to comply with various laws and regulations. In this way, the Renesas Electronics Group is promoting the development of products that are safe and reliable.

◆ Development Process
The Renesas Electronics Group is working continuously to develop advanced design and testing methods and sophisticated evaluation technologies. These methods and technologies are required to respond to increasingly delicate product design rules attributable to the miniaturization of transistor dimensions and large-scale circuit integration. Meanwhile, the Company utilizes design reviews (DRs), which are conducted at each key stage of the development process, to better focus on design changes and modifications. Moreover, with the aim of improving the quality of our software products, we are advancing efforts to standardize our software design methods while promoting advanced project management.

◆ Manufacturing Process
To ensure the stable manufacture of semiconductors, Renesas Electronics is tackling constant improvements of “4M” (Man, Machine, Material and Method) management. At the same time, the Company is promoting quality-focused manufacturing activities, which are underpinned by scientific process management and improvement activities at manufacturing frontlines. These activities are implemented at the Company’s business sites throughout the world. In addition, we are managing the quality of our semiconductors comprehensively to ensure that defective products do not leave our manufacturing sites. This capability has been achieved through procedures to detect and correct abnormalities at an early stage in the manufacturing process.

◆ Customer Support Process
Renesas Electronics supports its customers throughout the entire production process—from system development to distribution and maintenance—by effectively providing product information and solutions. Also, we have established a system to efficiently respond to customer inquiries so that they can use our products with confidence. As such, we are striving to improve the quality of our support services.

◆ Product Safety
To promote the safe use of its products by customers, Renesas Electronics undertakes various activities, including the preparation of appropriate product specifications and the provision of documents with accurate technical information, as well as information pertaining to compliance with environmental laws and regulations.

Commitment to Offering Products and Services That Our Customers Can Rely upon More than Ever

In an effort to achieve the quality of products and services required by customers, we are working to generate synergies through the integration of the technologies and expertise that the Renesas Electronics Group has accumulated.

◆ Disaster Recovery Activities
At our manufacturing sites affected by the Great East Japan Earthquake, we have promoted efforts to achieve recovery and restoration, quickly resume manufacturing operations and transfer certain manufacturing processes to other sites. In promoting these activities, we have closely adhered to the policy of “maintaining product quality even in emergency situations.” In line with this policy, we are conducting stringent checks to ensure product quality and reliability in order to prevent quality-related troubles for customers.

Total Quality Improvement
Investor Relations (IR)

Objectives of Our IR Activities

Renesas Electronics practices the timely, fair and appropriate disclosure of important corporate information—such as management strategies and financial results—that may affect the investment decisions of its shareholders and other investors. In this way, the Company aims to build strong, trusting relationships with these stakeholders and, at the same time, improve management transparency.

In addition to creating a favorable financing environment and raising its future corporate value, Renesas Electronics believes that IR activities have another important objective: contributing to the enhancement of management quality. To accomplish this objective, we regularly report opinions on and assessments of capital markets—gathered through IR activities—to related divisions and offices so that they may make further improvements in management quality.

Overview of Our IR Activities

Renesas Electronics continues to reinforce its IR Website to facilitate fair disclosure of information to all of its individual and institutional investors and to other investors inside and outside Japan. Through its Website, the Company provides a variety of IR-related materials, including quarterly earnings reports and annual reports, as well as stock quotes and information on its IR events. In particular, materials used in the Company’s financial results meetings for institutional investors and financial analysts are promptly posted on our IR Website in both English and Japanese. Also, in order to allow all stakeholders to better understand its activities, sections of the Website are exclusively dedicated to introducing the technologies and CSR activities of Renesas Electronics. By effectively organizing this online content, we are strengthening our corporate communication.

In recognition of the proactive promotion of these activities, in September 2010, Renesas Electronics was included as one of 150 companies in the Morningstar Socially Responsible Investment Index (MS-SRI) operated by Morningstar Japan K.K.

Shareholders’ Meetings

Activities Related to Shareholders’ Meetings

Renesas Electronics distributes business reports to its individual shareholders in Japan with the aim of enabling them to better understand its business activities. Printed in color, these reports are prepared using reader-friendly charts and images while providing explanations on various activities promoted by the Company. Also, at its shareholders’ meetings, Renesas Electronics uses attendant-friendly presentations based on the content disclosed in the business reports. Through these initiatives, we strive to ensure that our shareholders understand us and our activities accurately.

MS-SRI

Approach to Transparent Management

As a corporate entity that values openness, the Renesas Electronics Group is working to improve the transparency of its management through timely and fair information disclosure and the promotion of proactive corporate communication.
Renesas Electronics procures high-quality materials and services from global markets at reasonable prices within required delivery timelines. In this way, the Company not only strives to enhance its own corporate value, but also helps customers and suppliers enhance their corporate value.

**Procurement Policies**

Renesas Electronics provides suppliers with equal opportunities for competition, while engaging in fair, impartial and open business transactions. Also, Renesas Electronics has always given priority to “Green Procurement,” which essentially means purchasing materials, equipment and services having minimum impact on the environment from suppliers who give extra consideration to environmental issues. In addition, the Company undertakes extensive CSR activities throughout the entire supply chain by incorporating compliance, risk-management and human-rights-protection perspectives into its environmental approach. We understand that cooperation of all the partners involved in our supply chain as well as close collaboration with these partners is the key to successfully conducting these activities.

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**Formulation of Business Continuity Plan (BCP)**

Renesas Electronics requests its suppliers to notify it immediately in the event that they are affected by natural disasters or major accidents. The Company has a system in place to ensure that, in such an event, information from suppliers reaches all the concerned employees both in Japan and overseas, regardless of when the event occurs. Based on this system, the employees in question take appropriate measures in a swift manner.

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**Specific Activities after the Disaster**

After the Great East Japan Earthquake, Renesas Electronics has been able to achieve quickest-possible recovery and restoration of its business functions thanks to support provided by its suppliers and other business partners. We would like to take this opportunity to express again our sincere gratitude for their kind support and understanding.

In the event of earthquakes and other disasters in the future, Renesas Electronics will strive to pinpoint problems in its supply chain as quickly as possible. To better prepare itself for possible supply chain disruption, the Company will continue to enhance its framework for collaborating with suppliers.

Renesas Electronics Website for Suppliers
www.renesas.com/comp/procurement/policy.html

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**Involving Suppliers in CSR-Oriented Procurement**

The Renesas Electronics Group is promoting CSR-oriented procurement.

- **Disclosure of Requirements in CSR-Oriented Procurement**

The Renesas Electronics Group believes that it must keep strengthening cooperative relationships with its suppliers across the entire supply chain so that it can continue to provide products desired by customers and society. To this end, the Company has prepared Guidelines for CSR-Oriented Procurement, which lists the requirements that need to be satisfied by suppliers. These guidelines are posted on the Company’s website.

*These guidelines conform to the Supply-Chain CSR Deployment Guidebook, published by the Japan Electronics and Information Technology Industries Association (JEITA).*

Promotion of CSR-Oriented Procurement (Website)  
www.renesas.com/comp/procurement/csr.html

- **Promotion of Green Procurement**

Renesas Electronics is promoting green procurement. Specifically, the Company prioritizes the procurement of eco-friendly raw materials and other materials free of hazardous substances, from suppliers who are proactively promoting environmental protection.

Requirements for suppliers have been compiled as Green Procurement Guidelines. These guidelines are disclosed to all suppliers. In addition, Renesas Electronics conducts periodic investigations on the environmental measures implemented by suppliers.

Furthermore, the Company performs examinations of suppliers’ products to confirm that these products comply with the European Union’s RoHS Directive and other environmental laws and regulations. These examinations are promoted based on the understanding and cooperation of our suppliers.
Collaborating with Sales Partners

In order to provide more meticulous services in regions throughout Japan and around the globe, Renesas Electronics is promoting sales activities in cooperation with sales partners, in addition to carrying out direct sales of its products through its local sales subsidiaries. Specifically, in Japan, Renesas Electronics holds meetings with executives of distributors at least once a year. At these meetings, we share the Company’s policies and the policies of each business unit, while exchanging opinions and information. Furthermore, the Company holds working-level meetings with staff members of distributors once a month to provide information regarding future product line-ups and technologies. In this way, we continue to strengthen mutual understanding.

Outside Japan, Renesas Electronics holds “Distributor Meetings” at least once a year and management-level quarterly review meetings with distributors in order to confirm local sales policies and solve region-specific problems in an effective manner. The Company also holds regular meetings with sales personnel more frequently than the above-men- tioned meetings to tackle individual business issues that arise in the course of their operations. In addition, content and outcome of the meetings with distributors held in Japan is shared with their local subsidiaries, and such information is deliberated upon at regular meetings to solve region-specific issues.

Meanwhile, the Company uses opinions and feedback provided by its overseas sales partners through these meetings for promoting deeper understanding of its technologies, products and solutions among customers. More specifically, we hold annual semiconductor seminars in Tokyo, Osaka and other locations in Japan while staging the Renesas Developers’ Conference (DevCon) in the United States and the Industrial Open Day (IOD) in Europe once every two years through collaboration with our overseas sales partners.

As explained above, the Renesas Electronics Group is constantly strengthening its sales partnerships to strategically enhance its sales activities.

Respecting Human Rights and Providing Equal Opportunities

Renesas Electronics is working to create workplaces where all of its employees can fully exert their capabilities through effective communications and trust-based relationships.

Respecting Human Rights

Both the Renesas Electronics Group CSR Charter and the Renesas Electronics Group Code of Conduct clearly state that the Renesas Electronics Group shall respect human rights in hiring, human resources development, employee treatment and all other aspects of employment, while eliminating any discrimination based on race, belief, gender, age, social position, family origin, nationality, ethnicity, religion, or physical and mental disability, to ensure that all of its employees are treated equally. Also, the charter and the code of conduct clearly prohibit sexual harassment as well as forced labor and child labor. As we promote global operations, we ensure that all of our Group companies are familiar with these principles. In line with the principles, each Renesas Electronics Group company must not only comply with relevant laws and regulations, but also implement educational and awareness-raising programs on human rights and other related subjects.

More specifically, Renesas Electronics has established a Companywide Human Rights Awareness Committee, which is chaired by the director in charge of human resources and includes general managers of individual divisions and offices. This committee holds meetings twice a year, and at these meetings committee members deliberate on and approve related action plans while promoting the implementation of these action plans. In addition, the committee works to raise employee awareness of human rights through new employee and position-specific training programs, e-training programs for all employees, and various events held during Human Rights Week every year.

Meanwhile, the Company is striving to prevent sexual harassment by raising employee awareness through the presentation of specific examples. Also, we have launched an in-house service for consultations on equal treatment and other issues. Posters are put up on bulletin boards to inform employees of this service. In this way, we are endeavoring to create an environment that facilitates consultation and enables appropriate response to employee concerns.

Promoting Diversity in Human Resources

Renesas Electronics is strengthening initiatives to promote human resource diversity. It is, without question, important to recruit people so that they can—regardless of nationality, gender or physical constitution—apply their individual capabilities to contribute to society. This is a prerequisite for every company. Furthering this idea, Renesas Electronics continues to create employee-friendly, pleasant workplaces by placing particular focus on human resource diversity. For example, we are promoting the hiring of more female employees and people with disabilities.

Concerning its recruitment of new university graduates for fiscal 2013, Renesas Electronics originally planned to start screening processes in April 2011. However, out of consideration for university students affected by the Great East Japan Earthquake, the Company delayed the screening processes until June 2011 to provide fair application oppor-
tunities for these students.

As of March 31, 2011, the rate of employment of people with physical disabilities by Renesas Electronics stood at 2.09%, compared with the 1.8% threshold set by the government. The entire Renesas Electronics Group is steadily increasing the employment of such employees. To create workplaces friendly to them—in other words, to allow them to use facilities within the Company’s offices and other business sites with ease—the Company is considering the development of barrier-free environments through new construction and renewal projects.

### Human Resources Development and Education Programs

In order for Renesas Electronics to achieve sustainable growth and contribute to society, each of the Company’s employees must continue to develop his or her skills and capabilities and effectively leverage them. As an organization that promotes human resources development on a Group-wide scale, Renesas Electronics has established a Companywide Human Resource Development Committee, which meets twice a year.

The Companywide Human Resource Development Committee defines requirements to be fulfilled by personnel of the Renesas Electronics Group. At the same time, the committee performs budget allocation while deliberating on human resource development initiatives on a global level to allow Group employees to satisfy these requirements. Through these activities, the committee aims to help the Group accomplish its Corporate Philosophy and Corporate Vision.

In line with the rapid globalization of the Group’s business, it is increasingly necessary to establish ever closer communication with overseas customers and subsidiaries. In response, Renesas Electronics has promoted various measures to allow all executives and employees to improve their communication skills in English—still a standard language used in business worldwide. For example, executives and employees are required to take TOEIC exams and the Company encourages them to set target scores. Prior to the exams, the Company also provides seminars on English study methods to help them reach these targets. In addition, the Company offers a wide variety of self-developement education programs aimed at enhancing the English capabilities of its personnel.

Also, each of our sites has established its own Human Resource Development Committee. These committees promote measures specific to their operations and responsibilities in accordance with the policies formulated by the Companywide Human Resource Development Committee.

#### Balancing Work and Private Life

With the aim of supporting employees in balancing their work and private lives while realizing their full capabilities at work, Renesas Electronics carries out various family-friendly measures. These measures are implemented in the form of flexible work conditions, leave systems and benefit plans.

For example, our employees are allowed to use their paid holidays for various purposes, such as attending volunteer activities, receiving medical care for injuries and diseases and participating in school events with their children.

#### Communicating with Labor Unions

Renesas Electronics holds labor-management meetings twice a year with the Renesas Electronics Labor Union, to which its employees belong, to exchange frank opinions on management policies and business conditions. In addition, committees consisting of employee and management representatives are promoting activities aimed at preventing long working hours, improving working conditions and supporting the development of employees who will play an important role in achieving the future growth of the Company. In this way, Renesas Electronics is helping to build stable labor-management relations.

Similar efforts are being made by the workers’ unions and management teams of Group companies in Japan. At overseas Group companies, management teams exchange opinions on working conditions and other matters with workers’ union representatives or employee representatives based on laws and regulations in their respective countries.

Immediately after the Great East Japan Earthquake,

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<tr>
<th>Companywide Training Programs</th>
<th>New Employees</th>
<th>Project Managers to Project Leaders</th>
<th>Section Chiefs</th>
<th>Managers and above</th>
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<tr>
<td>Position-Specific Training</td>
<td>New employee training</td>
<td>Mentor introduction training</td>
<td>New section chief training</td>
<td>New manager training</td>
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<td>First-year review training</td>
<td>New section chief training</td>
<td>Leadership training</td>
<td>Advanced section chief training</td>
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<td>Training outcome reporting</td>
<td>Trainers’ training</td>
<td>MCT training</td>
<td>Executive manager training</td>
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<td>Second-year employee interview</td>
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<td>Skills Training</td>
<td>Basic course</td>
<td>Specialized courses (approx. 150 courses)</td>
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<td>Technology Training</td>
<td>Patent training</td>
<td>Skills check trials, system/embedded software training, digital circuitry training, analog circuitry training, system LSI design/comprehensive fabrication training</td>
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<td>Sales Training</td>
<td>Sales case-study training</td>
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<td>Technical Training</td>
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<td>International Training</td>
<td>New core staff training</td>
<td>Fabrication leader training, maintenance engineer training, in-house skills test</td>
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<td>Business Skills Training</td>
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<td>General Training</td>
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<td>Career Development Support</td>
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<td>Advanced English education, in-house English test</td>
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<td>Career training</td>
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<td>RSM training, library of books recommended by executives, CSR education</td>
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<td>Online study (languages, skills, qualifications), language training (English, Chinese)</td>
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Renesas Electronics worked together with the Renesas Electronics Labor Union to collect donations. Group companies in Japan and overseas also collaborated with their own workers’ unions to raise donations. The collected donations have been used as relief money for employees affected by the disaster, as well as contributed to the Japanese Red Cross Society and other organizations.

### Occupational Health and Safety / Mental Health Management

In line with the basic policy, “Renesas Electronics shall protect the safety and health of its employees and work to realize employee-friendly, safe workplace environments,” the Company is implementing various measures.

#### Occupational Health and Safety

The Renesas Electronics Group recognizes the protection of employees’ safety and health and the creation of rewarding, employee-friendly workplace environments as the basis of its corporate activities. Accordingly, the Company is promoting various activities aimed at ensuring occupational health and safety.

More specifically, a Companywide Safety and Health Conference—consisting of occupational health and safety officers at individual business sites and Group companies—has formulated the Renesas Electronics Group Disaster Prevention and Occupational Health and Safety Management Policy. Based on this policy, the occupational health and safety officers organize related activities. Meanwhile, the Company is promoting the sharing of information relating to occupational health and safety within the Group. Such information is utilized to prevent disasters and reinforce the Group’s occupational health and safety activities.

Specific activities to ensure occupational safety include risk assessment conducted by employees. Through risk assessment processes, disaster risks are identified, and possible countermeasures are prepared. These processes are helping us prevent disasters and accidents.

In the area of occupational health, we are strengthening activities primarily aimed at fostering mental health, safeguarding against overwork, and maintaining and improving health.

#### Mental Health Management

We are living in a high-stress society today. In such a society, it is important to maintain not only physical health, but also mental health. In view of this, the Renesas Electronics Group considers measures to promote mental health as a paramount management issue and is consequently promoting various activities in this regard.

Specifically, Renesas Electronics has established consultation windows available to all employees who seek diagnosis and counseling by industrial physicians, occupational health nurses and contract counselors. Also, in cooperation with occupational health staff, the Company provides those employees who have taken long-term leaves due to mental health problems with support to enable them to come back to work.

The Company periodically offers mental health education programs to managerial employees as part of efforts to establish a mental health management structure based on lines of command. Through these educational pro-
Basic Policies for Social Contribution Activities

The Renesas Electronics Group’s Basic Policies for Social Contribution Activities are as follows.

As a good corporate citizen, the Renesas Electronics Group shall work to preserve the global environment, which is closely related to the sustainability of the semiconductor industry, and make meaningful contributions to society.

As it pursues business on a global scale, the Renesas Electronics Group shall promote social contribution activities that help to improve its corporate image.

The Renesas Electronics Group shall implement social contribution activities through cooperation with its stakeholders in order to enhance its brand value.

Social Contribution Activities in Japan

Support for the Education of Coming Generations (Nippon Building Headquarters)

Renesas Electronics supports the holding of the “Micom Car Rally Competition.” This nationwide contest features self-propelled model cars that use microcontrollers donated by the Company. The contest is hosted by the Hokkaido government and the National Association of Principals of Technical Senior High Schools, with the Company providing the microcontroller boards and motors used in the automatic model cars and other equipment used for the event. The contest in fiscal 2011 marked the 16th event and has grown to spawn similar events for self-propelled model car enthusiasts of different generations and in other countries, including China and Vietnam.

Official Micom Car Rally Website: http://www.mcr.gr.jp/ (Japanese language only)

8th Renesas Cup Youth Soccer Competition (Kochi Factory)

On Saturday, February 5, 2011, the Kochi Factory of Renesas Electronics hosted the 8th Renesas Cup Youth Soccer Competition at the Kagami Athletic Field. This sports event was supported by the Kochi Factory’s employee soccer club and supported by the Konan City Board of Education. This year’s competition marked the 16th event and attracted the participation of 136 children from seven local youth teams.

The competition consisted of two stages: the first involving round-robin matches of three teams and the second involving tournament matches of four teams. Under mild weather, all the teams displayed the results of daily practice as they competed for lead position. At the closing awards ceremony, winning teams were presented with trophies and medals. The faces of the winning team members beamed with pride, bringing the event to a pleasant conclusion.

5th Renesas Cup U-9 Soccer Competition (Saijo Factory)

On Saturday, November 20, 2010, the Saijo Factory of Renesas Electronics held the 5th Renesas Cup U-9 Soccer Tournament. This soccer tournament is staged for children nine years old and younger, who do not have opportunities to participate in official games. Through the event, we intend to help the children experience the fun of playing soccer while simultaneously invigorating local soccer teams and expanding the population of soccer playing children. Under sunny weather, 13 teams competed for the winning trophies and medals.

Community Involvement

The Renesas Electronics Group is promoting various social contribution activities in regions where it conducts business. To fulfill its responsibility as a corporate citizen, the Company endeavors to develop systems that enable its employees to engage in such activities in a sustainable manner.


● Factory Tour for Elementary School Students (Kofu Factory)

In response to a request from a local elementary school, the Kofu Factory of Renesas Electronics has provided annual factory tours for this school’s students. This year, 77 students visited the Kofu Factory observing pre-processing fabrication lines and wastewater treatment facilities. These processes and facilities were a useful way to introduce our activities to help protect the environment. The children all seemed to enjoy the tour and came away impressed with the scale of the factory and facilities.

● Factory Tour for Elementary School Students (Shiga Factory)

The Shiga Factory of Renesas Kansai Semiconductor Co., Ltd. invited the fifth graders of a local elementary school to a factory tour in October 2010. This year’s tour focused on the fabrication processes of Renesas Electronics products. Wearing white lab coats, the children were even able to experience a cleanroom.

● Annual Cleaning Activities at Intellectual Disability Vocational Aid Center (Kochi Factory)

On Saturday, June 5, 2010, employees of the Kochi Factory conducted annual cleaning activities at Friendly, an intellectual disability vocational aid center for people with mental disabilities. Hosted by the voluntary training workshop consisting of the factory’s managerial staff, this year’s cleaning activities marked the seventh time in five years.

It was a blistering summer day, even the morning. Twelve members of the voluntary training workshop and six Renesas-related people, including the general manager of the Kochi Factory, worked together with 30 personnel at the Friendly center to plow weeds and pick up trash around the premise of the center. The heat kept everyone sweating. The voluntary training workshop members used lawnmowers and sickles to clean the field. Plowed weeds were collected using a pickup truck and wheelbarrows. In the space of just three hours, they filled 20 pickup truck loads of weeds by noon.

After cleaning activities were completed, the manager of the Friendly center thanked everyone for their help, saying, “Thank you very much for helping us out every year. I have to admit that we are shorthanded, and you took care of things that we alone could not. We cannot thank you enough!” The voluntary training workshop will continue to help the Friendly center through various activities as a means of contributing to the local community in which we operate.

● Cleaning Activities at a Nursing Home (Musashi Factory)

The Musashi Factory of Renesas Electronics conducts cleaning activities at the Ryoyukai Ogawa nursing home every year, in cooperation with the loosely grouped Musashi-Youbu-Kai and the Renesas Electronics Labor Union’s Musashi Branch. This year’s cleaning activities were conducted on Saturday, October 30, 2010, and a total of 45 employees volunteered to participate in the activities.

● Wheelchair Repair and Cleaning at Nursing Home (Takasaki Factory)

Employees of the Takasaki Factory of Renesas Electronics visit a local nursing home every May to repair and clean the wheelchairs used there. Through this volunteer activity in 2010, a total of 70 wheelchairs were repaired and cleaned.

● Donations of Wheelchairs (Yonezawa Factory)

The Yonezawa Factory of Renesas Northern Japan Semiconductor, Inc. has promoted an aluminum can collection program since 2001 to facilitate aluminum can recycling as part of its environmental protection efforts. The collected cans earn wheelchairs for donation. The seventh wheelchair was delivered to a local welfare institution through Yonezawa City in June 2010.
● "ecoCAP Movement" for Polio Vaccine Contributions (Renesas Yamagata Semiconductor Co., Ltd./Renesas Kyushu Semiconductor Corp.)

Renesas Yamagata Semiconductor and Renesas Kyushu Semiconductor have participated in the ecoCAP Movement to collect the caps of plastic bottles. Proceeds from sales of these caps to recycling companies are used to deliver polio vaccines to underprivileged children throughout the world. During fiscal 2011, Renesas Yamagata Semiconductor and Renesas Kyushu Semiconductor each collected approximately 108,000 and 162,000 caps, the equivalent of 135 and 204 polio vaccines, respectively.

● Participation in “Eco Cap Art Contest” (Fukui Factory)

Fukui Prefecture held an “Eco Cap Art Contest” in September 2010 as a project commemorating the 20th anniversary of the launch of its Volunteer Month. To raise the awareness of CSR and environmental protection among its employees, the Fukui Factory of Renesas Kansai Semiconductor cooperated with the Fukui Prefecture Council of Social Welfare in promoting this event.

● Volunteering at the Gunma Prefectural Marathon 2010 (Takasaki Factory)

For the first time, 23 employees at the Takasaki Factory participated in the Gunma Prefectural Marathon 2010 as volunteer staff as part of efforts to contribute to the local community in which the factory operates. Held annually on November 3, this signature autumn event marked 20 years in 2010. The participating employees helped ensure the safety of the runners.

● Community Exchange through Badminton Team (Renesas Semiconductor Kyushu Yamaguchi Co., Ltd.)

Renesas Electronics sponsors the Renesas SKY Badminton Team as one of its corporate sports teams. To allow elementary and junior high school students to experience the joy of playing badminton, the team conducts seminars. Every winter, the team undergoes a special training regimen in Ibusuki City, Kagoshima Prefecture, and at the training venue the team members offer seminars for students. The 2010 seminar marked the third such event, which attracted a total of 72 students from Ibusuki and neighboring cities. These students ran warm-ups, practiced basic shots and played in practice matches with the team members. They seemed to enjoy this rare opportunity to play with professional players. In addition to these seminars, the team welcomes students of local schools to the sports facilities where it practices every day. The team also holds events at the facilities to promote exchange with local badminton enthusiasts.

● Community Exchange through a Unique Wind Orchestra (Yamaguchi Factory)

The Yamaguchi Factory of Renesas Semiconductor Kyushu Yamaguchi organizes a wind orchestra. Established in 1991 by employee volunteers, this orchestra has promoted community exchanges through music. In the region where the factory is located, the Kusunoki Arts & Literature Festa is held every November. The orchestra has participated in this local festival since the first event. Also, the orchestra plays a Christmas concert every December in the Renaissance Hall within the Kusunoki Sogo Center in Ube City. Many local residents come to the concert to enjoy the music played by the orchestra.

● Lake Biwa Reed Cutting (Shiga Factory)

Every January, the Shiga Factory of Renesas Kansai Semiconductor participates in a reed-bed preservation program, hosted by the Otsu City government. Through this program in fiscal 2011, employee volunteers cut withered reed over a 4,000-square-meter area near the Activa Biwa nursing home on Lake Biwa. This year, the thinned reed was used to make torches for the annual opening of the Lake Biwa in March 2011.
● Renesas Forest Land 2010 (Kochi Factory)

On Saturday, October 16, 2010, the Kochi Factory held the Renesas Forest Land 2010 Due to rain, the 2008 and 2009 events could not be held at the “Forest of Renesas.” This year, however, the weather was favorable, and the event was held under a blue sky on location in Kami City, Kochi Prefecture.

Attended by a total of 84 people, including Kochi Factory employees and their families as well as local elementary school students, this year’s event provided a variety of programs relating to forests. Specifically, adult participants engaged in forest thinning. Upper elementary school students experienced underbrush mowing, while younger students listened to a lecture on feeding damage caused by Japanese deer. Elementary school students also enjoyed wood-crafting. Particularly noteworthy and impressive as part of the forest thinning program, the felling of a tree more than a decade old wowed adults on site as it went down. All the programs were received well by the participants, effectively communicating the Kochi Factory’s environmental preservation activities.

● Zugaike Park Cherry Tree Nurturing Program (Kita-Itami Factory)

The Kita-Itami Factory of Renesas Electronics has promoted a pest damage prevention program for mountain cheery and someiyoshino cherry trees in the Zugaike Park in front of its main gate. More specifically, the factory has engaged in volunteer activities to spray pesticide, apply fertilizer, clip withered branches and clean the park. These activities have been conducted three times a year since 1986 in cooperation with local residents. Through this program, the Kita-Itami Factory has received the following commendations.

November 1988: “Green medal of honor” from Hyogo Prefecture
• August 1996: “Letter of appreciation” from Itami City
• April 2009: “Cherry blossom merit award” from the Japan Cherry Blossom Association
• June 2011: “Tsutsuji award” from Itami City

● Horseshoe Crab Release and Beach Cleaning Activities (Saijo Factory)

Horseshoe crabs in the Kawarazu Beach area of Saijo City were designated by Ehime Prefecture as a protected species in 1949. Today, however, horseshoe crabs are in danger of extinction.

On Sunday, November 21, 2010, Saijo City hosted the Horseshoe Crab Festival. This festival was held with the aim of raising public awareness about the importance of protecting nature to maintain a sound environment for horseshoe crabs. It was also intended to promote the awareness of nature preservation amid ongoing global destruction of nature, such as air and water pollution. As the Saijo Factory has been fostering horseshoe crabs, it participated in the festival as a way of contributing to the local community.

Fourteen Saijo Factory employees joined the festival from early evening. They assisted in cleaning the Kawarazu Beach area and then released horseshoe crabs into the ocean. Witnessing the release of this rare species provided festival participants with an invaluable experience. The released horseshoe crabs were raised at the Saijo Factory for several years. We now hope they will settle down safely and flourish along the Kawarazu Beach area.
● Introduction of Environmental Activities (Renesas Kyushu Semiconductor)

Renesas Kyushu Semiconductor has strengthened exchange with local community members. Specifically, the company assists a local volunteer group, which includes elementary school students as members, to collect the caps of plastic bottles. Also, the company’s employees collect waste cooking oil for reuse as a fuel for patrol cars used for crime prevention around area elementary schools.

In March 2011, the principal of a local elementary school sent the company a letter of appreciation, expressing thanks for the provision of waste cooking oil as a biodiesel fuel (BDF) to power the patrol cars.

Renesas Kyushu Semiconductor created panels that introduce activities that are promoted jointly with local volunteer groups, such as the BDF project. The panels were exhibited at a gallery adjacent to the Ozu Town Hall for public viewing. We hope that similar corporate-community collaborations will spread from Ozu Town throughout Japan.

● Fostering Tsukushi-Ibara (Kumamoto Nishiki Factory)

The Kumamoto Nishiki Factory of Renesas Semiconductor Kyushu Yamaguchi started growing Tsukushi-Ibara, a kind of wild Japanese rose, in February 2011. Being the municipal flower of Nishiki Town, Kumamoto Prefecture, this flower has been included as a Class II Endangered Species. We invited the chief of the Kumagawa Tsukushi-Ibara Association to the planting ceremony.