The Renesas Electronics Group has manufacturing and sales bases around the globe. As an enterprise rooted in the community, each base engages in various CSR activities tailored to the characteristics of the region. Here we introduce the initiatives of our company in Beijing, China as an example.

China is one of the most important markets for the Renesas Electronics Group. As such, we are stepping up our ties with sales and design companies in China and conducting business in ways that contribute to China’s sustainable development.

Renesas Semiconductor (Beijing) Co., Ltd. Stance on CSR

As a high-tech semiconductor company, Renesas Semiconductor (Beijing) Co., Ltd. offers excellent semiconductor products and conscientious service. Following the guiding policy below, it continuously contributes to society and a beautiful tomorrow for the world.

1. Putting the user first
   We respond rapidly to user requirements, provide high-quality solutions, and endeavor to earn users’ trust.

2. Fair business
   We practice fair and transparent business as we endeavor to maximize our corporate value.

3. Healthy workplaces
   We aim to create a workplace that is safe, free, and vibrant, and enables our employees to work to their full potential.

4. A global enterprise
   We respect each nation’s culture, history, and customs, actively oppose forced and child labor, and contribute to world development as a member of the international community.

5. Harmony with the environment
   We develop, manufacture, and sell semiconductor products and strive to do so in an eco-friendly manner. As such, we endeavor to minimize the impact that production processes have on the environment. We also take account of environmental problems like climate and ecosystem change, and through our business activities we aim to be an eco-friendly company that achieves harmony between people and the environment.
**CSR Activities outside Japan**

**Initiatives at Renesas Semiconductor (Beijing) Co., Ltd.**

**Measures to Raise Employee Health and Safety Awareness**

- Raising safety awareness by exhibiting pictures with a safety message, as drawn by employees.
- Leading exercises to refresh the eyes, etc.
- Limiting how long employees can use smoking areas

**Human Resources Development Initiatives**

**Measures to Enhance People’s Humanity**

The company endeavors to enhance people’s knowledge and humanity to each other by promoting reading, holding poetry readings, and running events to send appreciation cards to friends and family, among other activities. Thanks to a steady stream of readings, and running events to send appreciation cards to friends and family, among other activities. Thanks to a steady stream of readings, and running events to send appreciation cards to friends and family, among other activities.

**Support for minority groups**

Employees have donated clothing, daily goods, and more to persons from minority groups.

In 2012, they gave 707 items and a monetary donation to Tibetans.

**Contributing to the Local Community**

**Supporting underprivileged children**

We support Taianyong, a private organization that fosters children with a parent in prison. Taianyong gets no government support, instead operating on donations from the public. Our employees have donated clothing, school supplies, toys, and more.

**Environmental Initiatives**

**Landscaping the Factory Site**

All employees have participated in landscaping at the factory, as part of a larger effort to protect the environment in Beijing. So far, they have planted about 200 cherry, poplar, and other trees, as well as about 2,200 rose bushes.

**Environmental Debates**

To deepen understanding of environmental problems, the company holds Environmental Debates, which relate to protecting the environment. The debate format increases participants’ environmental literacy and helps substantially to raise their environmental awareness. To give an example, employees have taken a greater interest in separating garbage in the factory, and are very careful to do it properly.

**TOPICS**

**Cleaner Production Initiative: Earning “Cleaner Production Certification”**

Endorsing the goals of the Cleaner Production Promotion Law of the People’s Republic of China, Renesas Semiconductor (Beijing) Co., Ltd. takes initiatives to reduce environmental burden. In November 2012, it applied with the Beijing Municipal Commission of Development and Reform for a Cleaner Production inspection. After undergoing document and site inspections, it acquired certification in January 2013.

**From Preparing for Certification to Start of Initiatives**

- **Raising Awareness of Initiatives**
  - The company raised awareness of environmental protection and legal and regulatory compliance among the President and Manager class. All employees learned about the environment, quality, and safety, the three key principles of business continuity.

- **Initiatives Brieﬁng for All Employees**
  - The session gave an overview of Cleaner Production and explained its requirements, inspection methods, benefits to the business, and so on.

- **Lecture by Outside Specialist**
  - The company invited a specialist from the Beijing Electroplating Association, who spoke to those in charge of initiatives about the significance and purpose of Cleaner Production initiatives.

**Initiatives Results**

<table>
<thead>
<tr>
<th>Initiative Results</th>
<th>Economic Effect of Cleaner Production (Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Reduction of materials and consumables costs: 623,700 yuan (including cost of resin processing: 248,100 yuan)</td>
<td>(1) Reduction of materials and consumables costs: 623,700 yuan</td>
</tr>
<tr>
<td>(2) Reduction of tap water use: 37,926 tons</td>
<td>(2) Reduction of tap water costs: 235,500 yuan</td>
</tr>
<tr>
<td>(3) Reduction of electricity use: 3,770,000 kWh</td>
<td>(3) Reduction of electricity costs: 2,487,500 yuan</td>
</tr>
<tr>
<td>(4) Reduction of steam use: 1,930 tons</td>
<td>(4) Reduction of steam costs: 465,500 yuan</td>
</tr>
<tr>
<td>(5) Reduction of wastewater processing costs: 248,800 yuan</td>
<td>(5) Reduction of wastewater processing costs: 248,800 yuan</td>
</tr>
<tr>
<td>(6) Reduction of plating waste fluid 2,146 kg; resin 2,146 kg; office paper 485.5 packs; oil 4,056 L</td>
<td>(6) Reduction of plating waste fluid processing costs: 21,000 yuan; reduced cost of wastewater processing: 348,150 yuan</td>
</tr>
<tr>
<td>Total economic effect: 4,357,800 yuan</td>
<td>Total economic effect: 4,357,800 yuan</td>
</tr>
</tbody>
</table>

**Voice**

At Renesas Semiconductor (Beijing), the understanding has taken root among all employees that quality, safety, and environmental management, built on solid corporate governance, are essential elements of a manufacturing company. We recently earned Cleaner Production Certification, but ongoing efforts to reduce environmental burden will be required even after this accomplishment. To do this, we are going to solicit ideas for energy-saving improvements that employees offer spontaneously. Also, we will make environmental investments whenever necessary to bring production in line with the environment. We will make every effort to be a company that is gentle on the global environment.

Taketo Mori, CEO & Managing Director