

Relations with Society

Under our business philosophy, "Coexisting with nature and the local community," we actively engage with stakeholders, are committed to continuous activities to contribute to the local community, and also promote independent and voluntary participation by employees in volunteer activities and community involvement, through opportunities for exchange and interaction that everyone can take part in easily.

Social contribution activities policy

With regard to our policy for activities in relation to social contribution, firstly, among our initiatives as a business organization, we conduct activities that focus on three areas: "development of youth," "support for the independence of people with disabilities" and "environmental preservation." As another initiative, we are also committed to support and enlightenment for various social contribution activities conducted by employees.

Policies for activities in relation to social contribution

Planning and promotion of social contribution activities conducted by Tokai Rika as a business organization

Areas focused on

Development of youth

Contribute to the development of children, who will carry the society of the future on their shoulders

Support for the independence of people with disabilities

Activities aimed at achieving a barrier-free society

Environmental preservation

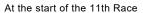
Conduct that takes into consideration a better relationship with the global environment, for the sake of the future

Support and enlightenment for social participation activities and volunteer activities conducted by employees

Co-sponsoring and cooperating in the organization of Aichi Ekiden

We have been co-sponsoring the "Aichi Prefecture Intermunicipal Ekiden Race (Aichi Ekiden)," in which every city, town and village in Aichi Prefecture takes part, for 11 consecutive years, ever since the first time it was held. On the day of the race, volunteers from among our employees also cooperate in the organization of the race, as staff such as race course assistants.







Volunteer work by employees

Provision of "Charity Healthy Menu"

If people order specific meals that have been designed to prevent obesity and lifestyle-related diseases in the employees' cafeteria, the meals include an endowment of 10 yen in the price, so they are able to contribute to a project to improve the dietary lives of children in the Philippines run by the "Asian Health Institute (AHI)." This is a unique initiative by us through which we are able to promote our own health, and make an international contribution at the same.



Charity Healthy Menu provided in the cafeteria



Enlightening employees through POP displays installed in the cafeteria

Other social contribution activities



Volunteer activities to support reconstruction after the Great East Japan Earthquake, in cooperation with the Toyota Group

Removing sludge from the drainage channels for temporary housing



Experiential education on social contribution activities for new employees "Fureai Activities" (Interpersonal-contact activities)

Visiting an aquarium while pushing wheelchairs



On-the-premises sale of selfmade goods from facilities for people with disabilities

Opportunities to communicate with people with disabilities



Participation in the Children's Center Festival

Creating balloon models with children