


9. SOCIAL CONTRIBUTION ACTIVITIES

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 Clean Kurashiki Project

MMC takes part in cleaning activities organized by the Kurashiki (Okayama) branch of the Chiisana Shinsetsu Undo Foundation in the following localities:

- The area in the center of Kurashiki from the "urban aesthetic district" designated a national listed building zone to Kurashiki Station and its environs
- Mizushima shopping center and its environs
- Mizushima Works and its environs

**MMC fulfils its role as a good corporate citizen by making an active contribution to environmental protection activities in society and the community.**

■ Donations for environmental protection

One way in which MMC contributes to society is by making donations to organizations involved in environmental protection. Donations in fiscal 1998 included backing for three symposiums, and funding for seven tree-planting funds and four antipollution projects.

■ Cooperation for LEV fairs

MMC has exhibited low-emission vehicles at related fairs and exhibitions around the country to encourage their use.

LEV event name	Organizer	Date	Place	No. of MMC vehicles exhibited
1998 LEV Fair	Environmental Agency	May 23~24	Tokyo	8
Clean Car Fair 1998	Chiba Prefecture	June 13~14	Chiba	1
LEV Promotion Exhibition	MITI	June 24~25	Hyogo	3
ECO-Eenergy Osaka	Osaka Prefecture	August 28~29	Osaka	2
NGV Show	Japan Gas Association	September 16~18	Tokyo	4
Chiba LEV Fair	Chiba Prefecture Environment Bureau	October 4	Chiba	1
Nagoya LEV Fair	Nagoya City, etc.	October 17~18	Nagoya	1
Urawa Half Marathon guiding car	Saitama Prefecture	November 22	Saitama	3


■ Participation in the 1999 Shikoku EV Rally Festival<sup>1)</sup>

MMC participates in electric vehicle rallies as part of its activities to publicize and encourage wider use of electric vehicles.

MMC's technology won wide acclaim at the Shikoku EV rally, winning titles in three categories.

■ Local cleaning and tree-planting activities

Tailoring its activities to meet local needs, MMC helps to protect the environment at the local level through, for example, its involvement in local cleaning and tree-planting projects.

 1) Shikoku EV Rally Festival 1999

Japan's only electric vehicle rally held on a highway (total distance: 300km).

- Date: August 21~23
- Place: Tokushima City and the Awa-cho area
- Participating vehicles: 49
- Organizers: Challenge 2000 Committee (comprising mainly staff at universities in Shikoku)
- Backers: Shikoku Bureau of International Trade and Industry and various prefectures and newspapers

Category	Place
Cleaning the streets around factories	Various locations
Participation in cleaning of the urban aesthetic district in Kurashiki	Mizushima
Provision of containers for discarded cans and ashtrays between Hirama Station and Kawasaki Plant	Kawasaki, Maruko
Sorting and collection of general waste (discarded cans, PET bottles, etc.)	Various locations



Cleaning up in Mizushima



Cleaning up in Kyoto