



Social Contribution Activities

Social Contribution Activity Policy

The Idemitsu Group continues to work on social contribution activities focusing on the development of young people and children who will lead future generations. Through these activities, we interact closely with the people of all regions.

Social Contribution Expenses

Trends in Social Contribution Expenses*

(Unit: Millions of yen)

	Idemitsu	Showa Shell
FY2017	209	65
FY2018	219	68
FY2019	386	-

* The following activities are included in our calculations:

Idemitsu Music Award, Shell Art Award, Environmental Photo Contest "Watashi no Machi no O to X," KidZania, Energy Education Program for Children, TABLE FOR TWO, office provision to Refugees International Japan (RIJ), Mirai wo Kanaderu Ongakukai, FURUSATO PROJECT, IDEMITSU IHATOVE TRIAL, community promotions by sales departments, and donations.

Examples of Social Contribution Activities

Connecting with People

● Idemitsu Music Award

In 1990, we established the Idemitsu Music Awards to commemorate the 25th anniversary of the television music program "Daimei no Nai Ongaku-kai" (Untitled Concert) sponsored by Idemitsu. The awards support the activities of promising young and up-and-coming musicians as a way to help elevate music culture in Japan. Over the course of the 30 awards ceremonies held thus far (as of FY2019), 106 individuals and one group have been honored. Every honoree continues to shine in their respective field. Among the many talented musicians, selection requires something beyond mastery. With an eye to nurturing new talent, the selection criteria also focus on drive, intrinsic ability, and future potential. To qualify, a candidate must be a musician no older than 30 and living and working in Japan. Each award recipient is given 3 million yen in prize money to encourage them to continue perfecting their self-improvement.

Every year, a concert is held commemorating the awards, and the musicians give wonderful performances in front of a large audience. The concert is broadcast on "Daimei no Nai Ongaku-kai" (Untitled Concert) and garners a lot of public attention. In fiscal 2019, the recipients were Haruma Sato (cello), Moné Hattori (violin) and Mao Fujita (piano).

■ Haruma Sato



© TOMOKO HIDAKI

■ Moné Hattori



© Chihoko Ishii

■ Mao Fujita



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● "Daimei no Nai Ongaku-kai" (Untitled Concert)

We have been the sole sponsor of the music television program "Daimei no Nai Ongaku-kai" (Untitled Concert) for over 50 years since 1964. The program features live performances of orchestras with the aim of delivering quality music straight to people's living rooms, with its principal focus on classical music. In April 2017, Kanji Ishimaru, who is active on television and stage, became the sixth host of the show, helping the audience appreciate the appeal of the music from a new viewpoint and contributing to the history of the program.

■ "Daimei no Nai Ongaku-kai" (Untitled Concert)



© TV Asahi

● Shell Art Award

This art award was established in 1956 to support young future leading artists, and is open to all artists aged 40 or younger. This art award is highly evaluated as a "gate to success for young artists" and boasts a long history as a prize in the completely open competition, which was highly unusual at the time of its establishment. In 2019, its 63rd anniversary, we had 531 applicants and 765 entries of works, from which we selected recipients for the Grand Prix, Judges' Award, and Special Student Award. At the "Shell Art Award 2019" held at the National Art Center in Roppongi, Tokyo, in December 2019, 54 award-winning and other winning works were exhibited, and 5,487 people visited during the 13-day exhibition. At the exhibition hall, we held the "Shell Art Award – Artist Selection (SAS) 2019" at the same time, which showcased four young artists' recent and new works selected by the judges in the previous year. In this way, we continue working to support young artists. In addition, the "Audience Award," which is selected by the votes of visitors, was granted for the sixth time.

For the second time since 2018, we ran the "Shell Art Award Residence Support Program" for past award-winning artists and artists of other winning works. This program is designed to help artists develop themselves by gaining new inspiration and awareness through overseas stays and interactions with artists from other countries. We provide the selected artists with the opportunity to stay overseas and support two-months of art activities at "Cité internationale des arts," a residential facility in Paris, France.

■ 2019 Grand Prix winning work "between night and morning" by Yu Kurosaka



■ Grand Prix winner Mr. Yu Kurosaka



Social Contribution Activities

● Environmental Photo Contest “Watashi no Machi no O to x” (Things to Preserve and Correct around Our Town)

We hold a photo contest for children and students across the country for scenic photos of things that they want to preserve in their local community (Photo O), and scenic photos of things that they want to improve immediately (Photo x), with comments attached. We held the 15th contest in 2019 supported by the Ministry of the Environment.

The individual category consists of the elementary school, junior high school, and high school/technical college divisions. In 2019, there were a record high 10,392 entries (742 photos in the elementary school division, 7,769 in the junior high school division, and 1,881 in the high school and technical college division), and the number of entries has been increasing year by year. The photos are used as teaching materials for environmental education at school and homework during summer vacation. In the school division, we had applications from 389 schools from all over Japan.

Elementary School Gold Award “A thermos I can use forever”

Comments on the photo

Ms. Saki Ichimaru (Kanagawa Prefecture)

In my family, we always take a thermos whenever we go out. We could take a plastic bottle or buy one when we're out, but a thermos is very convenient. It keeps things ice cold in the summer and wonderfully warm in the winter, making everything taste better. But, most of all, I'm glad it doesn't create any waste. Plastic bottles become trash after one use, but a thermos can be used however many times. I've been using mine for five years now and intend to continue using it from here on out.



■ Photo O

■ Photo x



● KidZania

At KidZania, an inspiring, interactive indoor theme park located in Toyosu, Tokyo, and Koshien, Hyogo Prefecture where children experience various occupations and social activities, we have been operating a service station pavilion (called “gas station” at KidZania) since 2006, allowing children to learn how society works in a fun way.

■ Idemitsu Service Station (gas station) Pavilion



● Visiting Class and Energy Education Program for Children

We provide mainly elementary school students in the vicinity of refineries, complexes and plants with lectures at school to deepen their understanding of climate change and other issues caused by global warming. We encourage the children to learn these issues are not distant problems for future generations, but urgent problems they need to confront. We provide classes filled with experiments, handicrafts, and quizzes for hints and tips on energy-saving, so that they can find opportunities to practice global warming countermeasures in their daily lives.

■ Energy Education Program for Children

■ Agri-bio workshop



● Hokkaido Idemitsu Children's Art Contest

The “Hokkaido Idemitsu Children's Art Contest” held by Hokkaido Idemitsu-kai* marked its 11th anniversary in fiscal 2019. The contest has received acclaim from both visitors to the exhibitions of the winning works and the participating educational institutions, including schools and childcare centers. In fiscal 2019, we received a total of 7,735 entries from many children all across Hokkaido. After the works have been judged, a poster is made featuring the top selections and displayed at Idemitsu service stations within Hokkaido and an exhibition tour is held around Hokkaido. In fiscal 2019, we simultaneously held an exhibition of the 86 winning works and special exhibitions displaying some works selected from entries in the exhibition area, in seven locations starting in Kushiro, then going on to Hakodate, Asahikawa, Obihiro, Hakodate, Sapporo, Muroran, and Kitami.

* Idemitsu-kai: Organization of owners of retail outlets

● TABLE FOR TWO (TFT)

When a person purchases a TFT branded meal at the cafeteria of the Daiba Frontier Building or Solar Frontier's Kunitomi Plant, a portion of the proceeds will be donated to provide a school lunch for a student in need in a developing country through the NPO TABLE FOR TWO International. This is a social contribution activity in which anyone can participate by purchasing one of the TFT branded healthy meals so as to provide a school lunch for a student in a developing country. In addition, a participant can stay healthy by taking a nutritionally balanced meal. Donation at the Daiba Frontier Building started in December 2013 and at the Kunitomi Plant it started in April 2016. As of March 31, 2020, we have donated school lunches for 20,357 students (3,892 in fiscal 2019).

● Providing Office Space to Refugees International Japan (RIJ)

We have been providing office space for free to the non-profit organization Refugees International Japan (RIJ), which works to support refugees, since its founding in 1979.

RIJ raises funds through donation campaigns and sales of greeting cards and crafts, and provides supplies to refugees in Myanmar, Lebanon, Kenya and other countries. With a long-term goal of securing the refugees' economic independence, RIJ works to provide them with stable and continuous support through language education and vocational training within their communities, in addition to providing supplies.

■ At the exhibition



■ Children in developing countries supported by Idemitsu



Photo by TABLE FOR TWO International

■ Vocational training in Nairobi, Kenya



Photo by RIJ



Social Contribution Activities

Connecting with Communities

● Mirai wo Kanaderu Ongakukai (Music events hosted by Idemitsu Kosan)

We have held concerts since 2006, mainly in regions where we have established refineries and complexes. In fiscal 2017, the concert program was reimagined as “Portraying the Future in Music,” with the aim of supporting musical experiences for the future generations in part by providing opportunities for young musicians to showcase their talents and for local students to perform with professional musicians. We also hold music workshops at local elementary and middle schools around the time of the concerts.

- Joint concert with elementary school students and professional musicians
- Music workshop at an elementary school



● FURUSATO PROJECT

Since 2018, we have been holding the “FU-RUSATO PROJECT” at elementary schools across the country. This project allows children to participate in hands-on lessons of traditional musical instruments and conduct commemorative cherry-tree planting. We started these activities with the aim of providing children of future generations with opportunities to experience real music. We hope these memorable experiences will help children expand their interest in Japanese traditional culture and remember their hometown, even after growing up, so that they will pass on the essence of their hometown to future generations. As of the end of December 2019, we held the event at 13 elementary schools nationwide, with 3,454 elementary school children participating, from Hokkaido in the north to Okinawa in the south.

- Hands-on lesson of Japanese drums
- Commemorative cherry tree planting



● IDEMITSU IHATOVE TRIAL

We also contribute to local community development through the promotion of motorsports by serving as the main sponsor of the Idemitsu Ihatove Trial, a motorcycle trial held in the northern part of Iwate Prefecture since 1989. The theme since the 2017 Trial has been “giving the trial spirit to future generations.” We have been striving to nurture genuine trial riders and to support children to broaden the horizons for riders. As part of our environmental initiatives, we offset CO₂ emissions from motorcycles used in this event by using the “J-VER offset credit” scheme in maintaining forests owned by Iwate Prefecture. We aim to further develop the event by demonstrating the allure of motorcycle trials to future generations.

- Children's motorcycle experience



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- Group photo of riders



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Social Contribution Activities

Activities at Overseas Bases

● Support for Japanese Language Learning in Vietnam

Our Hanoi Office in Vietnam has supported Japanese language classes at Tohoan Junior High School in Hanoi every year since 2015 as a social contribution activity. In fiscal 2020, we co-sponsored the completion ceremony for the school's Japanese classes held on June 24, 2020. Around 450 people in total attended the event, including the Japanese language students, the school's principal and teachers, and the Hanoi Office's staff. The office gave a commemorative gift to the top students with excellent grades. After the ceremony, students were invited to tour the Idemitsu Q8 Petroleum Service Station. They witnessed a demonstration of the staff's Japanese-style customer service, and some students remarked: "I learned a lot about the service at Idemitsu's service stations" and "I saw how deeply committed the staff is to customer service."

In addition, we have been co-sponsoring a Japanese culture festival since 2018 as a similar social contribution activity. It is an event for exchanging Japanese and Vietnamese culture that is geared toward junior high school students, bringing together many students and school staffs from 10 schools in Hanoi as well as representatives from Hanoi Department of Education and Training and the districts' Japanese language training sections. Each school held an audition, and the groups who had the best performances (speeches, dances, songs, plays, etc.) participated in a contest at the festival. The 2020 festival tried for the first time to have booths where each school offered food and cultural experiences of both countries to introduce and exchange the cultures of Japan and Vietnam. We will continue to co-sponsor this festival as a place where we can once again introduce and endear people to Japanese culture.

● Initiatives Addressing Community Issues in Australia

Idemitsu Australia Resources Pty Ltd. (based in Brisbane), which is one of the coal business bases, is working to promote initiatives that contribute to solving social problems in the community from a long-term perspective under the following four policies by the management level.

- Environmental Management Policy
- Energy Management Policy
- Cultural Heritage Policy
- Stakeholder Engagement Policy

2019 Initiatives

Girls' Academy

To lower the high unemployment rate among Aboriginal women and help realize quality of life improvements for the community over the long-term, IAR sponsors a youth training program that offers guidance to local female students through cultural exchange.

Construction of the Boggabri Community Childcare Center

We constructed a facility offering care for children below school age as well as after-school care for school-age children and provided it to the municipal government.

In addition, for communities neighboring mines, we helped maintain populations and build more robust communities and will continue to provide long-term support going forward.

■ The completion ceremony for Japanese classes



■ Girls' Academy



Connecting with the Global Environment

● Forest Restoration Activities in Indonesia

In 2004, P.T. Idemitsu Lube Techno Indonesia was founded to produce and market lubricants in Indonesia. On the island of Sumatra, the company is working with a local NGO (Orangutan Information Centre) to rejuvenate forests that are at risk of destruction.

The Leuser Ecosystem, which is a world heritage site centered on Leuser, North Sumatra Province, is one of South Asia's most precious forests, spanning over 2.6 million ha and providing a habitat for orangutans, tigers, Sumatran rhinos, elephants, and other wildlife. However, due to its mineral reserves, the forest is in crisis because of forest destruction from roadworks, largescale mining operations, palm oil plantations, and other development. Thus, with a portion of profit from the sale of fuel-efficient motor oil 0W-20 for gasoline engines as funds for planting, we have been planting trees in a 7 ha area of forest to return the area to its original forested state since May 2017. From 2021, we plan to plant 10,000 mangrove saplings on the northern coast of the island of Java.

Through this initiative, the company contributes to reducing environmental impact while supporting activities that directly protect the natural environment.

■ Tree planting activities

