



Outside director, ENVIPRO HOLDINGS

**Hiroko Nomura**

Formerly editor in chief of Nikkei WOMAN

President and representative director,  
ENVIPRO HOLDINGS

**Tomikazu Sano**

President and representative director, ASTOCO

**Chiemi Nomura**

From contract employee to president

## Special Feature Discussion

# About ENVIPRO's Commitment to Diversity in Order to Create the Next Generation of Leaders

ASTOCO, a company that provides welfare service business for people with disabilities announced on July 1, 2023, that Chiemi Nomura would become its first female president. Ms. Nomura has been involved in disability welfare work since entering the workforce, and she has always had a desire to contribute to others. Upon encountering ASTOCO, she initially joined the company as a contract employee due to personal circumstances, but later became a full-time employee.

### How did you feel when you were approached about taking the position of president?

**Chiemi Nomura (below, "Chiemi"):** There was no way I could decline the offer to become president. I was delighted to be recognized for my efforts so far, so I responded without hesitation in saying "Thank you!" and "I'll do it!" I am able to be president at the company today because even as a contract employee initially, I was given the chance to plan

and propose solutions that addressed the needs and challenges of our users and the company. I am grateful that my ideas were listened to and recognized, and that I was given the opportunity to implement them.

**Hiroko Nomura (below, "Hiroko"):** My career has some similarities. At the age of 26, I joined Nikkei Home Publishing (now Nikkei BP) as a contract employee. I worked there for seven years, as my annual contract was renewed each year. In my mid-30s, I became a regular employee and eventually had the opportunity to become the first female editor-in-chief. During this time, I received rigorous training, without experiencing any discrimination based on gender or employment status. There were times when I would work through the night only to have my manuscript thrown in the trash, with comments like "Our customers pay for this magazine; we can't publish an article like this" (laughs).

**Sano:** Regardless of employment status or gender, in order to sustain a successful business, it is essential to have a professional mindset that responds to the needs and demands of society and customers, a drive and the animal spirits to accomplish goals, and a sense of rigor towards work. We strive to create an environment where

## Special Feature Discussion



individuals with such a mindset can grow. However, that alone is not enough. In the past, when I found myself in difficult situations and working with a furrowed brow, employees said, “The president’s face looks gloomy, it brings down the mood, and that’s why I want to resign.” I then realized that in addition to rigor, I needed to maintain a sense of positivity and softness to ensure a balanced approach.

Several months have passed since Chiemi Nomura took office as the president. As many ASTOCO employees are women balancing work and family life, they are beginning to see her as role model. Hiroko Nomura’s appointment as outside director led initially to a shift in

awareness within the Group. The employee satisfaction survey conducted in August 2023 showed that the number of female employees aspiring to become managers was equivalent to their male counterparts.

**Chiemi:** I have started hearing the women around me say things like “I want to aim for a managerial position.” Maybe this is because people who used to feel distant, such as the president and managers, have become more approachable, making it easier to envision career advancement and the subsequent impact on their personal life. Another noticeable change is the increase in participation and contributions in internal meetings, especially from male employees.

**Hiroko:** In homogeneous decision-making groups, such as those of the same gender and age group, sometimes people have an unspoken and shared understanding, so there is less need to express thoughts explicitly.

**Chiemi:** During the companywide meetings, we strive to maintain a friendly and approachable atmosphere. However, there are times when we have to be firm in responding to non-negotiable situations, such as addressing challenges or making important decisions. While conveying the purpose of our work and teamwork, we also ensure that we don’t forget about femininity and kindness, being mindful of the fact that we are women.

**Hiroko:** Women face a double bind. If they lead with strength, they’re told they’re not feminine enough, but if they are kind and feminine, they’re told they’re not leading effectively. It can be difficult to strike a balance between being feminine and being a leader, can’t it.

**Sano:** In a society where many people express a desire not to pursue career advancement, I believe it is

necessary for the ENVIPRO Group to foster a culture where both men and women aspire to leadership and managerial positions. This requires creating an environment supported by care and affection, as well as providing opportunities for personal growth. It is my role to facilitate the cultivation of such an atmosphere and coordinate the steps toward these goals.

### The Essence of Diversity

The ENVIPRO Group has set the goal of creating 100 business promoters. In this context, what are some of the challenges to the advancement of women? (Currently 20% of employees are women, and the company aims for women to occupy 20% of management positions by June 2028.)

**Hiroko:** For example, let’s consider a hypothetical scenario. In one case, the head coach of the Japanese national soccer team would select players only from Eastern Japan and not from Western Japan. The other approach is to select talented players from all over Japan. It is clear which approach would be more likely to build a team worthy of competing on the world stage. In Japan, as the working-age population decreases, companies need to select talented individuals regardless of gender in order to be competitive. In that sense, I believe that the ENVIPRO Group still has room for growth.

**Sano:** For instance, we need to change the entrenched notion that women do not belong in the production department.

**Hiroko:** Often, kindness is intended when men say such things as “Women shouldn’t work in production or on rotating shifts.” However, this actually creates a glass ceiling that limits career opportunities for women. Whether it’s in production or any other workplace, when a workplace is made more accommodating for women, it creates an environment that is also more suitable for men and the senior workforce. It becomes a workplace that aligns with the values of younger generations.

**Sano:** People who have experience in on-site roles such as in production and sales should be the ones to become managers. It is essential to provide and create an environment where individuals can gain such experience. We need to think about how to



## Special Feature Discussion



create a work environment where both men and women can work without gender disparities.

### Aiming to Become an Organization That Embodies “A Disciplined Group of Autonomous Individuals with Emergent Abilities.”

What is the background for encouraging employees to register with recruiting firms and saying they should increase their own market value?

**Sano:** Employees who have specialized experience in M&A and post-merger integration processes, as well as in other areas, bring rare value to the company. It

is worth their while to consider registering with a recruitment agency to get a sense of their true market value. I also believe that individuals should actively strive to increase their market value. As president, I need to maintain a certain level of tension within the company to ensure that employees do not grow complacent. For this reason, I believe we need to promote diversity in compensation. Rather than adhering to the usual wage system, we need to provide challenges and opportunities to a select group of individuals who drive business initiatives. At the same time, we need to raise the overall level of compensation, too. I believe that it ultimately comes down to everyone working together to earn a solid income.

**Hiroko:** Given the growing labor market mobility of highly specialized personnel, we need to feature diversity in our compensation packages.

**Sano:** It is great to see an increase in return hires as liquidity improves. We are seeing more people returning to us even after having once left for a variety of reasons. The experience they gain in other organizations that might not have been possible within the ENVIPRO Group is invaluable, as it often means they can make valuable contributions in their current roles.

**Hiroko:** Experiencing different organizations and having diverse experiences expands individual diversity. As a result, individuals grow and become more adaptable to change, which in turn contributes to the growth of the organization.

**Sano:** As is expressed by the company’s core organizational philosophy, to be “a disciplined group of autonomous individuals with emergent abilities” we recognize the market value of autonomous individuals. However, within the organization, a certain level of discipline is necessary, so it is important to create an environment where individuals can leverage their strengths through mutual understanding.

## Company Growth Contributes Directly to Society

**Sano:** Japan is facing a pivotal time amid the challenges created by the country’s three lost decades. We face a projected decline in the workforce and a changing landscape among service industries in such areas as manufacturing and finance, as well as evolving perspectives on diversity. This situation calls for change, as well as offering new opportunities for growth. Companies play an increasingly crucial role in this transformation. Organizations that embrace diversity contribute to a company’s sustainable growth, and this collective effort ultimately leads to the growth of the nation. Simply accepting the status quo might mean not having to struggle or face hardship, but in order to become an enduring company, we need to challenge ourselves with ambitious goals. ASTOCO and other members of the ENVIPRO Group have the potential and the wherewithal to contribute to society. We must move unhesitatingly forward to ensure that the company growth aligns with its contribution to society.



### Profile

#### Hiroko Nomura

Graduated from Ochanomizu University in 1984. In 1999, launched the Woman of the Year by the editorial department of Nikkei WOMAN, published by Nikkei Home Publishing, Inc. (now Nikkei Business Publications, Inc.). In 2003, became editor-in-chief of that publication, was later appointed as senior staff writer of Nikkei Inc., and became a professor at Shukutoku University. In April 2020, was named distinguished visiting professor of Tokyo Kasei Gakuin University

#### Tomikazu Sano

Joined SANO MARUKA SHOTEN (currently ECONECOL) in April 1974. After serving as secretary of Mr. Masumi Ezaki, a member of the House of Representatives and holding executive positions at Group companies, was named president and representative director of ENVIPRO HOLDINGS in May 2010.

#### Chiemi Nomura

After graduating from the School of Allied Medical Sciences, Shinshu University, in 2003, worked as an occupational therapist in the field of disability welfare. Joined ASTOCO in 2019 and became a manager at the company in 2022. In July 2023, assumed the position of representative director. Currently also dedicated to raising her elementary- and middle school-aged children.

# Social Building a “Platform” Filled with Good-Quality Energy Where All Employees Work Energetically

The ENVIPRO Group aims to achieve employee satisfaction by creating a workplace environment based on its corporate philosophy, where leadership fosters a “platform filled with good-quality energy where all employees work energetically.” This environment promotes challenges and a sense of fulfillment, allowing each employee to maximize their abilities. By meeting the demands of society and customers, ENVIPRO Group strives for sustainable growth.

## A Deep Attachment to Instilling the Corporate Philosophy

We consider our corporate philosophy to be the company’s most important core value and essential to its DNA. Our corporate philosophy was developed over the course of approximately one year by weaving together the founder’s worldview, beliefs, sayings, and thoughts of the executives, and other ideas inherent in the company. To create a positive corporate culture and a strong corporate atmosphere, we will continue to work with unwavering determination to ensure the widespread adoption of our corporate philosophy.

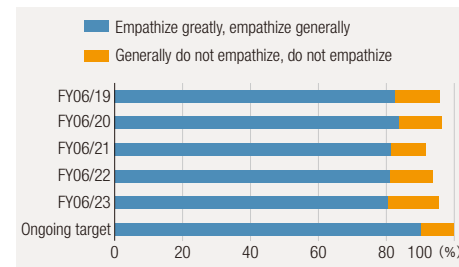


Briefing session

### Attendees of Corporate Philosophy Briefing Sessions

Date	Attendees	Directly hired employees	Percentage attending
FY06/21	48	583	8%
FY06/22	235	617	38%
FY06/23	130 (413 to date)	781	17% (52%)

### Empathy with Corporate Philosophy Expressed in the Employee Satisfaction Questionnaire



## Creating 100 Business Promoters

The ENVIPRO Group’s growth trajectory is largely attributable to its development of new technologies, services, and products that society demands, as well as the expansion of operations into various regions through M&A activities. To lead the growing demand for a circular economy, the Group prioritizes the creation of human resources to drive business strategy. By reinvesting the profits generated from these growth factors into the next phase of growth, the Group aims to create 100 personnel for business promotion over the next five years and thereby establish a sustainable foundation for long-term growth.

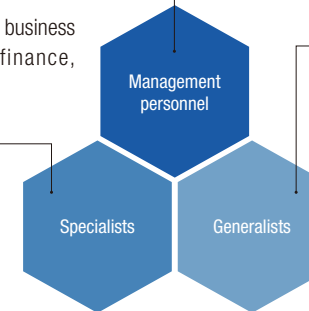
### About Human Resources for Business Promotion

#### Candidates for the Position of President of ENVIPRO HOLDINGS and Group Companies

Human resources with experience in business start-ups, group development, finance, business investment decisions, etc.

#### Leaders in the Deployment of Leading-Edge Technology

Human resources who promote business by utilizing in-depth expertise in identify fields such as DX, intellectual property management, R&D, etc.



#### Project Promotion Leaders

Human resources who have broad knowledge and multifaceted vision in target areas, and who can bring together people in charge of various fields

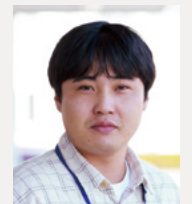
## Recruiting

### Interview with a New Employee

## Growing with the company in an Environment That Enables Young People to Take on Challenges

Joined April 1, 2023  
ENVIPRO HOLDINGS Inc.

Gooyoung Heo, Corporate Planning Department, Corporate Planning Division



During my university days, I conducted research during a seminar about “The Impact of Climate Change Risks on Shareholders’ Equity Cost.” As I learned about the global movement addressing climate change, I became interested in the growth potential of the environmental business, which ultimately led me to join the company. Currently, I am involved in creating key performance indicators for the entire Group to achieve our medium- to long-term goals. It is rewarding to be entrusted with autonomous tasks and to have the opportunity to collaborate with executives at the department manager level and above for meetings and discussions. Also, as the company has a large number of Korean customers, I find fulfillment in handling tasks I am uniquely able to do, such as serving as an interpreter during visits. Going forward, my goal is to disseminate and implement the KPIs I have created within the Group and work together with business companies to refine these KPIs, taking into account any issues that may arise. In addition to supporting each company, I hope to contribute to the growth of an organization where I can help improve and optimize operations, and think about the direction of business strategies. I hope to gain various experiences and eventually become involved in management.

Social **Realizing the Corporate Image of “A Disciplined Group of Autonomous Individuals with Emergent Abilities”\***

**Growth Business School**

In addition to deepening understanding of the business operations, improving management abilities is also an important educational theme in terms of cultivating personnel for business promotion. We are in the process of implementing a goal management system and providing training for evaluators to ensure consistent goal setting across each company and department, aiming to enhance corporate value.

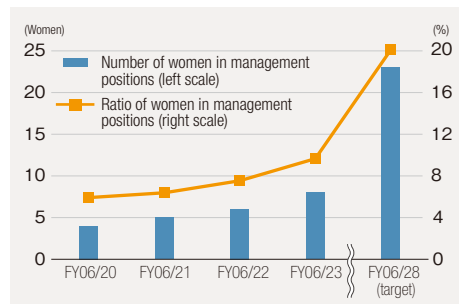
**Overview of Business School Themes in FY06/23**

Training Content	Participants	Satisfaction	Training Content	Participants	Satisfaction
Waste disposal law and various recycling laws	32	97%	Management accounting, cost accounting and budgeting	47	94%
Business flow and business models	43	97%	The need for team meetings	66	100%
Psychological safety Note: Held three times	201 to date	97%	Mental health Note: Held twice	120 to date	95%
Remuneration system and evaluation Note: Held twice	82 to date	88%	Organizational development, vision and case studies	56	90%
Management authority and responsibility, agenda items	35	96%	Importance of recruitment	17	100%
CDP/TCFD climate change initiatives and disclosure	22	89%	Role and importance of contracts	66	100%

**Entrenchment Promoting Diversity**

One aspect of the ENVIPRO Group’s corporate philosophy is a call for every employee to exert efforts to become the leading player of a business that suits them. In order to align the ratio of women in management positions with the ratio of female employees, we have set a medium-term goal of having 20% of management positions be held by women. We have also implemented mentorship programs and other initiatives to support the recruitment and development of female employees, aiming to establish achievable goals that encompass the entire process.

**Number and Percentage of Women in Management Positions**



**Percentage of Women Returning to Work after and Men Taking Childcare Leave**

	Percentage of women returning to work after childcare leave	Percentage of men taking childcare leave
FY06/20	100%	0%
FY06/21	100%	6%
FY06/22	80%	17%
FY06/23	100%	8%
FY06/28 (target)	100%	90%

**Interview with a Business Promotion Leader**

**Becoming a Leading Company through Industry Restructuring**

Joined February 1, 2022  
ENVIPRO HOLDINGS Inc.



**Yutaro Hashimoto**, Manager, Corporate Strategy Section, Corporate Strategy Office

I encountered the company while struggling with the dilemma of balancing social contribution and business profitability after starting my own business during university. Currently, I am involved in developing and promoting overall Group strategy, M&A and investment collaboration strategies, various research activities, and consulting for each company within the Group. With one project after another emerging, I find joy in treating each event as my own and considering how to address them. I enjoy working in this dynamic environment. One significant project I was involved in after joining the company was the acquisition of Nitto Kako Co., Ltd. It was a valuable experience to be involved in the acquisition of a listed company through a public tender offer. My personal goal is to transform the Group into an entity that can generate consistent profits regardless of market conditions. I constantly think about what decisions I would make if I were the top executive of the company and strive to enhance business activities and improve ROIC by adding value. I aspire to build my career without being bound by my affiliation or position to take a lead in restructuring the industry and promoting more efficient mechanisms for resource circulation.

**Interview with a Working Mother**

**Balancing Family and Work in an Environment Where You Can Choose Where and When you Work**

Joined April 2, 2007  
NEWSCON Inc.



**Yukina Mochizuki**, Business Support Section

I joined the Trading Department of ECONECOL Inc. as a new graduate in 2007, and I have taken maternity and childcare leave three times. Currently, I am engaged in trade operations in the Business Support Department of NEWSCON Inc. Upon returning to work, I faced challenges such as being unable to work overtime frequently due the need to pick up my child at the nursery, as well as having to make sudden changes to my work schedule due to a child’s ill health. However, I am grateful to be working in a supportive work environment where they understand my family situation and provide mutual support. While I want to prioritize my work, I also realize that my oldest son is now in the fifth grade, and I may have only a little time left to spend quality time with him. Utilizing shortened working hours allows me to switch to remote work or adjust my schedule through flextime arrangements during times when a child is unwell or when there are school events to attend. Having the ability to choose where and when I work creates a very flexible and accommodating environment. Lately, I have been handling a lot of trilateral trade, and the variety of commercial flows I deal with has grown more diverse. Although I can handle these activities by drawing on my past experience and knowledge, I feel a need to further enhance my expertise in trade practices. Once I have a bit more flexibility in childcare, I would like to take on the challenge of obtaining a customs broker license, as I aspire to gain more specialized knowledge in trade operations.

\* **Emergent abilities:** The ability to make decisions, take action, and drive results in the field **Autonomous individuals:** A person who is full of initiative, creativity, and lives independently **Disciplined group:** A group of people who can keep time, maintain cleanliness, and uphold correct decorum

# Social Establishing a Brand as a Safe and Clean Company

## I. The ENVIPRO Group's Environmental and Safety Activities

To realize a sustainable society, it is essential to have good environmental impact and employee safety management. We work to prevent environmental pollution by introducing measures to prevent potential noise, vibration, dust, and wastewater, mainly at manufacturing plants. In addition to employee safety education, risk prediction activities, and other awareness-raising activities, we regularly patrol our offices and conduct other activities on an ongoing basis to ensure thorough safety management.

Accidents—particularly serious accidents or those at plants or offices involving machinery and plant or heavy equipment—have the potential to affect many stakeholders, including employees and their families, nearby residents, business partners, and investors.

To avoid such impacts, we give topmost priority to managing the surrounding environment, maintaining and improving the work environment, and ensuring the safety of our employees. In this way, we endeavor to ensure stable business activities in accordance with our policies. The ENVIPRO Group is committed to preventing harm to people and the external environment.

## II. Positioning the Environmental & Safety Promotion Committee

### 1. Activities and Role

We have established the Environmental & Safety Promotion Committee, which is responsible for initiatives across the Group companies. The committee's objective is "to establish a brand as a safe and clean company." The committee has established the following three policies, which it is working to fulfill.

**Policy 1 Create a Safe and Comfortable Workplace**

We conduct hazard protection initiatives before commencing tasks, offer regularly scheduled education and training, run safety competitions, and establish risk management and other safety activities. We take regular measurements of the working environment, measuring vibration and noise, analyzing water quality, and implementing ongoing improvement activities to create a comfortable workplace.

**Policy 2 Share Information**

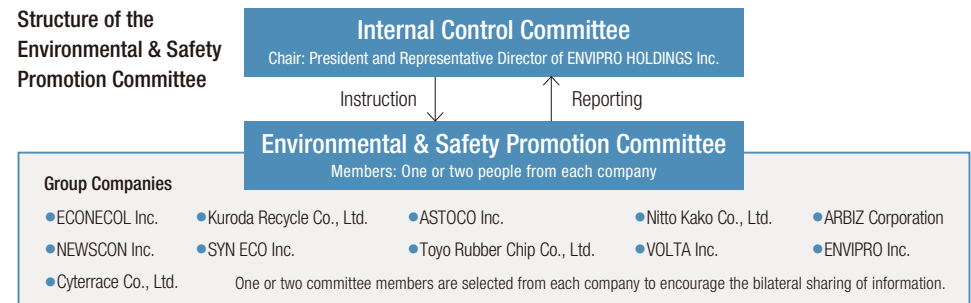
The Environmental & Safety Promotion Committee emphasizes information sharing and empathy. We strive to invigorate committee activities, reporting on individual companies' efforts to roll out their activities horizontally within the Group. The committee also examines causes and shares corrective measures in the event of industrial accidents, other accidents or damage, and environmental abnormalities. We work to prevent recurrence and promote activities in a uniform direction.

**Policy 3 Raise the Management Level**

The Group's operating companies have acquired certifications under ISO 14001 (environment) and ISO 45001 (occupational health and safety). In addition, each company promotes activities to ensure the safety and health of its employees and to protect the environment through the operation of its management system.

Activities of the Environmental & Safety Promotion Committee are reported to full-time directors of ENVIPRO HOLDINGS and the presidents of Group companies at monthly meetings of the Internal Control Committee (chaired by the president of ENVIPRO HOLDINGS). Policies and developments are communicated through the Environmental & Safety Promotion Committee to individual workplaces of each Group company. The Environmental & Safety Promotion Committee consists of members appointed from each Group company, who together with the president actively promote the companies' environmental improvement and safety assurance initiatives.

**Structure of the Environmental & Safety Promotion Committee**



### 2. Activities to Date

By sharing the details of individual Group companies' discussions and initiatives via documents, images, and video, the committee helps each of them efficiently and effectively incorporate the items they need. The Environmental & Safety Promotion Committee has rolled out a number of items horizontally across Group companies. These involve risk prediction activities (operational methods), methods for operating prediction activities, maintenance of flower beds at workplaces, installation of drive recorders on forklifts, the introduction of fire extinguishers for lithium-ion and other rechargeable batteries, the introduction of misting equipment for dust control and conducting special training across the Group.

**1. Environmental Activities at Group Companies**

- Employee measurement of the working environment
- Implementation of vibration countermeasures at existing facilities
- Implementation of dust control measures in factories
- In-plant pigeon control and extermination
- Addition of in-plant lighting, switch to LEDs
- Fire drills (evacuation and rescue drills)
- Maintenance of flowerbeds



Conducting first aid training



Maintaining flower beds



In-plant measures to control dust

Social

2. Safety Activities at Group Companies

- Installation of security cameras in plants
- Introduction of forklifts with safety devices
- Installation of safety devices, safety barriers, and emergency stops at existing facilities
- On-site inspections in the event of industrial accidents
- Holding of safety competition
- Implementation of special training by people who have completed the instructor training course
- Introduction of emergency communication devices for factory workers



Firefighting drill



Introduction of emergency communication devices for factory workers

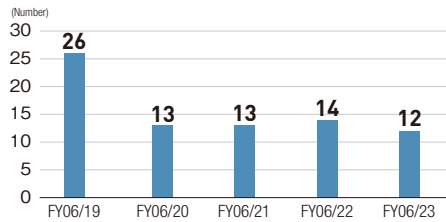


Implementation of special training by people who have completed the instructor training course

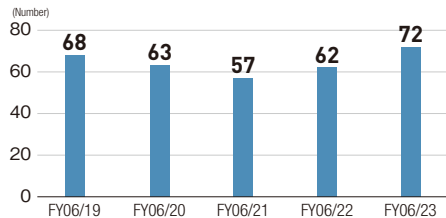
3. Results in the Fiscal Year Ended June 2023

The number of accidents at the ENVIPRO Group has been trending downward since the fiscal year ended June 2020, owing to the strengthening of environmental and safety activities and the establishment of the Environmental & Safety Promotion Committee. In the fiscal year ended June 2023, the Group experienced 12 occupational accidents, two fewer than in the previous year; 72 accidents, up 10 year on year; and seven environmental

Industrial Accidents

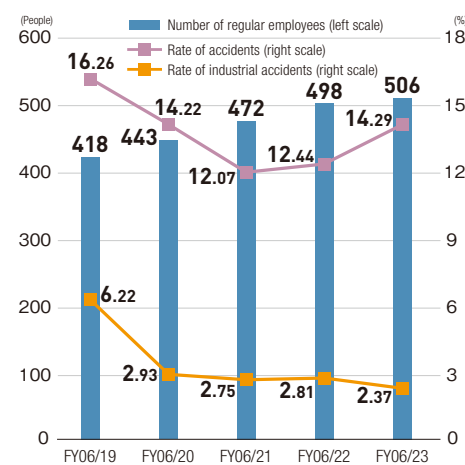


Accidents



\*Excluding Nitto Kako Co., Ltd.

Number of Regular Employees and Rate of Accidents and Industrial Accidents per Employee

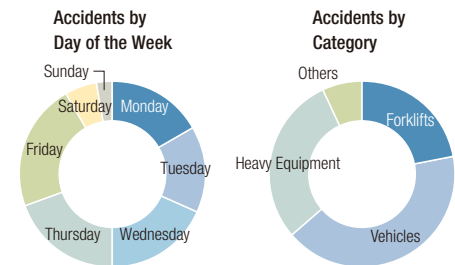


\*Rates are calculated as (number of cases ÷ number of employees) × 100.

abnormalities, down two. The number of regular employees at the ENVIPRO Group has grown by 88 over the past five years, from 418 at the end of June 2019 to 506 at the end of June 2023. While the number of industrial accidents per employee\* have decreased, the absolute number of accidents has trended upward.

Although the number of industrial accidents decreased, the majority of victims were employees with less than one year of experience, accounting for six out of 12 cases. There were two cases involving employees with less than three years of experience, and four cases involving employees with three or more years of experience, indicating that less experienced workers were more accident-prone.

We have investigated the days of the week on which accidents occurred and identified the trends for the increased number of accidents. We also conducted an analysis of incidents by category and presented the details to the Environmental & Safety Promotion Committee.



4. Plans for Future Initiatives (Year Ending June 2024) and KPIs

The Group has established an annual activity plan for each company based on the three policies mentioned above and with the objective of “establishing a brand as a safe and clean company.” While the ultimate goal is to achieve zero accidents, as medium-term KPIs, we aim to halve the number of industrial accidents (with zero cases of work-related accidents resulting in leave of absence), the number of accidents, and the number of environmental abnormalities. We will conduct planned activities and continue to lower the number of incidents year on year, promoting these efforts across the ENVIPRO Group to reach our medium-term KPIs as soon as possible.

DX for Conservation

We are striving to automate our plants, in the aims of improving productivity, including through energy conservation, reducing over-dependence on specific individuals for plant operation, and ensuring stable operation despite Japan's decreasing population. Furthermore, by quickly identifying the condition of facilities, we will promote proactive maintenance activities to prevent unforeseen breakdowns and strive for stable supply and cost reduction.

We will install various sensors and cameras for to acquire data for to facilitate AI technology and system deployment. We will also establish a network environment for centralized data management. In the implementation process, we will engage with stakeholders and manufacturers in trial and error to create a system operation environment that matches our plants and facilities. We will start by promoting these efforts at ECONECOL Inc., and then expand horizontally, focusing on companies in the Resource Circulation Business.

# Social Engaging in a Variety of Activities That Contribute to the Local Community

## Publication of an Original Picture Book, *Boku no Te ha Maho no Te* (“My Hands are Magic Hands”)

SYN ECO Inc. and ASTOCO Inc. published a picture book called *Boku no Te ha Maho no Te* (“My Hands are Magic Hands”). Based on the true stories of two companies based in Nagano Prefecture, the film depicts the main character, a male employee with a disability, finding fulfillment in being able to perform dismantling work on computer equipment with greater precision than machines, even if he cannot perform actions considered “normal” by society. The story conveys the message that there is always a place in society where both resources and individuals can shine, through the statement that “There is nothing in the world that is unnecessary. There are no unnecessary people.” We have donated books to local governments in response to their requests to utilize it for welfare and educational purposes.



### Books Donated in 2023

Matsumoto city, Nagano	444
Azumino city, Nagano	44
Fujinomiya city, Shizuoka	176
Fuji city, Shizuoka	200
Kibune Elementary School, Fujinomiya, Shizuoka	4



the plant, they are able to engage enthusiastically with heavy machinery and equipment. With global interest in recycling growing, elementary school students are also showing a high level of interest in recycling, asking many questions and actively participating in the tours. We will continue our efforts to inspire the next generation and contribute to a sustainable future.



## Participating in a Coastal Cleanup Event

Microplastics have become a significant social issue in recent years, affecting the natural environment and ecosystem. Even small pieces of plastic waste can turn into thousands or tens of thousands of



microplastics once they flow into the ocean. To help address this situation, ECONECOL Inc. participated in the “6R Citizen Movement” beach cleanup event held at Fujinokuni Tagonoura Minato Park.

(Organized by Shizuoka Prefecture and the Seven-Eleven Foundation, in cooperation with Yamanashi Prefecture, Fuji City, and Fujisan Club (a certified NPO); and in collaboration with Fukuoka Prefecture)

## Computer Dismantling Course at the Seibu Cleaning Plant in the city of Hamamatsu

October is “Reduce, Reuse, Recycle (3R) Promotion Month.” As part of our efforts to promote the 3R initiative in October 2022, ECONECOL Inc. conducted the fifth computer dismantling workshop at its Seibu Cleaning Plant in the city of Hamamatsu. In the workshop, participants received explanations about precious metal recycling and had the opportunity to experience the actual dismantling of computers. Participants of all ages, from children to adults, joined the workshop.



### Production Episodes

We were introduced to Junko Terashima of Furai-sha by Yoshiharu Shimizu, who supervised our corporate philosophy. Ms. Terashima’s visit to SYN ECO Inc. and ASTOCO Inc. became the inspiration for creating picture books. We have carefully captured the essence of our daily work and transformed it into a storybook, paying close attention to every word and fine-tuning the illustrations.

The illustrator who created the artwork is a talented artist with a hearing impairment. The illustrator visited the factory, experienced the dismantled objects firsthand, and we communicated through written conversations to collaborate in creating the picture book together.

We hope that people of all ages will pick up the book and understand not only the importance of resources but also the option of working and earning a living independently, even for people with disabilities.

## Holding Tours for Elementary School Students

SYN ECO Inc. welcomes approximately 400 elementary school students for factory tours each year at both its head office plant and Plaza Azumino. We strive to make each tour a valuable learning experience by incorporating various interactive activities. During classroom sessions, the students actively participate and provide answers, while inside