Corporate Citizenship Activities

Smile Earth! Global Citizenship Activities for the Future

Initiated by the Ajinomoto Group in fiscal 2007, Smile Earth! Global Citizenship Activities for the Future encompasses voluntary social contribution activities by group employees around the world. The number of participating companies has been steadily increasing, and new initiatives are being planned that enable even more group employees to easily join in the activities.

Worldwide clean-up activities around business facilities

A total of 233 work sites and approximately 9,200 employees participated in the group’s Worldwide Clean-up Day held on October 21, 2010, an increase of 68 work sites and 2,600 employees compared to the previous year.

The Mottainai (What a waste!) Campaign

The Mottainai (What a waste!) Campaign was carried out at 53 work sites in December 2010, 13 more sites than in the previous fiscal year. Employees collected unused items such as postcards and books with a total value of about 200,000 yen. They were donated to non-profit organizations including Terra People Act Kanagawa and Japan Emergency NGOs (JEN) that aid educational and health support activities for women and children in Thailand, Myanmar and India; and the construction of schools in Afghanistan.

The Eco Action Campaign

The Eco Action Campaign activities undertaken in fiscal 2010 included the Clean Dish Campaign for reducing leftovers at Ajinomoto do Brasil Ind. e Com. de Alimentos Ltda.; a waste reduction campaign at Ajinomoto (Malaysia) Berhad; a greenery campaign at the Kyushu Plant of Ajinomoto Co., Inc.; and a CO2 reduction contest at Ajinomoto Bakery Co., Ltd.
Slogans to promote human rights awareness
The Ajinomoto Group calls on employees and their families to create slogans for an annual event to promote human rights awareness. In fiscal 2010, the group received 3,065 slogans from 1,962 employees and 627 slogans from 315 of their family members.

Click here for more details on initiatives for labor-management and human rights.

Donations to the Ecocap Movement
The Ajinomoto Group collects plastic bottle caps for donation to the Ecocap Movement, an NPO that sells the caps to recycling companies to raise money to purchase vaccines for children in developing countries. In fiscal 2010, the group collected enough bottle caps to provide vaccines for about 200 children.

A box for collecting plastic bottle caps is placed at the Ajinomoto Group workplaces.

Visits to a foster home for children
Employees from the Tohoku Branch of Ajinomoto Co., Inc. have been paying regular visits to Okano-ie Kodomo Home, a foster home for children, for the past five years. They prepare dinner and dine with the children as well as read stories to them. In fiscal 2010, the branch also raised money to donate to the home.

A donation presented to the foster home.

In fiscal 2011, the Ajinomoto Group is working to provide support to areas affected by the Great East Japan Earthquake through the Mottainai Campaign and the Ecocap Movement organized under Smile Earth! Global Citizenship Activities for the Future.

Table For Two program in Japan
Since April 2010, Ajinomoto Co., Inc. has been participating in the Table For Two program, a corporate social contribution project initiated in Japan to provide school lunches to children in developing countries. Through the program, 20 yen, the cost of a school lunch in a developing country, is donated for every Table for Two healthy meal served at the company’s head office cafeteria.

A total of 401,780 yen was collected in fiscal 2010, enough to pay for 20,089 meals.

Starting from May 2011, the company began using 10 yen from each Table for Two donation to purchase food supplies for victims of the Great East Japan Earthquake. Specifically, the funds are being used to deliver food to evacuation centers and temporary shelters in cooperation with NGOs working in the disaster areas.

The program was also initiated at the company’s Kawasaki Administration & Coordination Office cafeteria in July 2011. To expand the program further, Ajinomoto Co., Inc. intends to encourage participation by other work sites and group companies in the future.

Click here for more details on the Table For Two program.
A project to support the recovery of Yunhua, a mountain village in China that was devastated by the Great Sichuan Earthquake, reached a major turning point in 2010 after two years since its commencement. During Spring, support increased across the entire region, including Yunhua, due to people moving into centralized permanent housing from temporary housing units around the region.

In August, however, an avalanche severely affected an area with existing temporary housing facilities. Several villagers died from the disaster and others remain missing. Furthermore, the avalanche completely changed the natural scenery, which had been a tourist attraction, and swept away kiwi fruit fields that were planted in an attempt to revive the local economy.

In an effort to deal with these hardships, the Ajinomoto Group helped to improve local residents’ self-governing efforts, assisted a volunteer organization of local university students to increase its support activities, and expanded its support activities across an array of fields including economy, culture, education and health. Employees from the Ajinomoto Group companies in China also took extended periods of leave to continue assisting relief efforts at the village.

Amoy Food Ltd. is a manufacturer and retailer of soy sauce and frozen food products. Since 2010, the company has held activities to enhance awareness on health in collaboration with the United Christian Nethersole Community Health Service (UCN), a non-governmental organization. Nutrition education programs are provided for seniors who suffer from chronic diseases such as high blood pressure.

Through plant tours, participants of the programs learn about the variety of soy sauce and their production methods. They are also taught how to correctly read nutrition labels to identify high-sodium foods and plan a nutritious diet.

In addition, healthy cooking classes with the UCN dietician’s recipes are held using Amoy Food’s low salt soy sauce. The activity is highly regarded by UCN social workers as an initiative that broadens knowledge on soy sauce production, promotes healthy living, and expands social networks. The UCN plans to continue to strengthen ties with Amoy Food.
The first Appreciation Day at the AJINOMOTO STADIUM was held in 2008 with the cooperation of Tokyo Stadium Co., Ltd. The Ajinomoto Group has since held the event annually at the site to engage with local communities and showcase the facility.

The fourth Appreciation Day at the AJINOMOTO STADIUM was held on May 15, 2011, and attracted a total of about 25,000 visitors. The Ajinomoto Group exhibition area featured displays on its CSR activities, and presentations were held on the products of Ajinomoto Co., Inc.; Calpis Co., Ltd.; and Ajinomoto General Foods, Inc. *Dashi cafe* was also set up to demonstrate how *dashi* soup stock is extracted from foods. The approximately 8,000 attendants who visited the Ajinomoto Group exhibition area appeared to enjoy the attractions while gaining a greater understanding of the group’s corporate activities.

The group intends to participate in similar events in the future as it works toward sharing information with consumers.
The Ajinomoto Group engages in relief efforts to assist the swift recovery of areas affected by disasters around the world. The group provided financial support to the following country in fiscal 2010.

Outline of disaster recovery and relief initiatives in fiscal 2010

<table>
<thead>
<tr>
<th>Implemented period</th>
<th>Incident</th>
<th>Recipient of donation</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2010</td>
<td>Flood in Pakistan</td>
<td>Embassy of Pakistan in Tokyo, Japan</td>
<td>1 million yen</td>
</tr>
</tbody>
</table>

For information on support activities of the Ajinomoto Group for the Great East Japan Earthquake, please refer to the following Web page:

The Impact of the Great East Japan Earthquake and Response by the Ajinomoto Group
Food and nutrition education
Scholarships
Other activities
Scholarships
Other activities
Scholarships
Other activities
Public symposiums on food culture

2010 Food Culture Symposium, “The Study of Medicine and Food as Common Sources of a Healthy Mind and Body”

The Ajinomoto Foundation for Dietary Culture holds a symposium annually in autumn to provide opportunities for the general public to participate in discussions on food culture. Held on November 6 in 2010, the symposium was attended by about 250 people. It provided a venue for participants to consider the basis of health, the concept that medicine and food are common sources of health, and share views on the importance of both food and the mind for staying healthy. Question-and-answer sessions after the lectures helped deepen participants’ understanding on the topics.

Food Culture—A Comparison of Diets Based on Rice and Fish and Diets Based on Grains and Milk

On November 27, 2010, the Ajinomoto Foundation for Dietary Culture and the Research Institute for Humanity and Nature jointly held a symposium related to an exhibit at the National Museum of Nature and Science in Tokyo about the importance of genetic diversity in rice paddies for the future of rice in Japan. About 260 people attended the event.

The symposium provided opportunities to reconsider what kinds of foods should be consumed, how it is done, and our dietary lifestyles in the future in consideration of the collective wisdom regarding food as well as its culture and history.

By holding such public symposiums, the Ajinomoto Foundation for Dietary Culture will continue to work toward promoting education on food culture going forward.

"Ajinomoto Scholarship Foundation" (Established in Japan in 2005; forerunner Suzuki Scholarship Foundation established in 1957)

Main activities

Educational support
- Awards scholarships to international students from ASEAN countries to study in Japan
- Grants scholarship loans

The Ajinomoto Scholarship Foundation commenced a program in April 2010 offering scholarships to international students from ASEAN countries to conduct research in a master’s course and study for a master’s degree at the University of Tokyo. Scholarships were awarded to six students from five countries in the ASEAN region: Thailand, Indonesia, Malaysia, the Philippines, and Vietnam. The program offers a system where scholarships can be awarded to recipients before they come to Japan, which is highly requested by international students.
As part of the social contribution activities of the Ajinomoto Group in the ASEAN region, which are regarded as the most important area for the group's overseas business expansion, the scholarship program aims to develop future leaders who can work at the global level. Therefore, the Ajinomoto Scholarship Foundation plans to offer scholarships annually to five or six students from the aforementioned five ASEAN countries, providing full support for three years covering one year as a research student and two years as a master's student.

"AJINOMOTO FOUNDATION" (Established in Thailand in 1976)

Main activities

- Commenced a project that constructs canteens at 50 schools to celebrate the 50th anniversary of Ajinomoto Co., (Thailand) Ltd.
- Provides support for students studying dietetics and food chemistry
- Offers assistance for the construction of educational facilities to schools
- Provides support for scientific research
- Provides support for natural disaster relief in Thailand and engages in activities for charity

Ajinomoto Co., (Thailand) Ltd. celebrated its 50th anniversary in 2010 and launched a project to construct canteens at 50 schools by 2014. For educational support, the AJINOMOTO FOUNDATION in Thailand assists 3rd and 4th year university students who major in dietetics and food chemistry, and has provided scholarships for the children of Ajinomoto Co., (Thailand) Ltd. staff with outstanding academic records for 22 consecutive years. The foundation also supports the construction of educational facilities in remote areas, scientific research, school building construction for needy schools, and disaster relief efforts in Thailand.

In addition, the foundation is assisting the construction of three Public Health Centers in remote areas in cooperation with the Ministry of Public Health of Thailand. It also supports disaster relief efforts in Thailand.
YAYASAN AJI DHARMA BHAKTI (Established in Indonesia in 1979)

Main activities

- Provides school meals with improved nutritional value
- Provides support for university students and vocational high schools
- Provides support for research
- Provides relief for victims of natural disasters in Indonesia
- Provides support for public charities

YAYASAN AJI DHARMA BHAKTI Foundation grants scholarships for students of vocational high schools in five cities in Indonesia. The foundation also provides food products with improved nutritional value for children who live in the neighborhood of the Mojokerto Factory of PT Ajinomoto Indonesia.

"INSTITUTO AJINOMOTO" (Established in Brazil in 1999)

Main activities

- Provides nutrition seminars
- Provides support for schools and community NGOs
- Provides support for students studying dietetics and food chemistry
- Provides support for disaster relief

The INSTITUTO AJINOMOTO is dedicated to implementing projects in local communities and conducted various health, education and nutrition activities in 2010.

Nutrition education programs

Lectures, games and cooking classes are held to promote healthy eating habits for children aged six to ten. Three public elementary schools in São Paulo participated in the program in 2010.

Medical equipment donated to Valparaíso Municipal Health Center

Essential equipment was provided for the Clinical Analysis Laboratory of the Valparaíso Municipal Health Center.

Students support programs

Scholarships are granted to encourage research for students who major in dietetics and food chemistry.
Disaster relief

- In May 2010, 140 boxes of VONO® instant soup were donated for the victims of a flood in Rio de Janeiro state, where 1 million people were left unsheltered.
- In August 2010, 150 boxes of VONO® instant soup were donated for the victims of a flood in Alagoas where a hundred thousand people were left unsheltered.

"FUNDACIÓN AJINOMOTO PARA EL DESARROLLO DE LA COMUNIDAD" (Established in Peru in 2003)

Main activities

- Holds workshops on health and nutrition
- Holds international symposiums on umami
- Supports students studying dietetics
- Promotes and supports social welfare activities

Since its founding in 2003, The FUNDACIÓN AJINOMOTO PARA EL DESARROLLO DE LA COMUNIDAD has held various activities to promote the sustainable development and well-being of communities.

Major activities include talks on health, nutrition and hygiene. To date, these are the most important regular events in terms of frequency and attendance. 180 talks were held in 2010 with a total of 5,029 attendees.

In addition, the VII International Symposium was held in Guayaquil, Ecuador, in August 2010. Titled "Glutamate: An Indispensable Non-essential Amino Acid," the symposium focused on the importance of glutamate for human life, and was attended by professionals from the health and food industries as well as students.

The Ajinomoto Foundation Award was established in 2010. The theme of the first award was "Glutamate and its Importance in Nutrition." The winner and the winner's tutor received commemorative gifts.