

## CSR Roots

The history of the JX Nippon Mining & Metals Group began with the opening of the Hitachi Mine in 1905 by our founder, Fusanosuke Kuhara.

We endeavored to resolve the smoke pollution problem at the Hitachi Mine, committed to a stance of growing with the local community, while also fostering a culture of respect for our employees.

This is just one example of how we have stayed ahead of the times.

This approach to anticipating the future is something that has become a part of our DNA to this very day.

### Working With the Local Community in Addressing Pollution

At the time, the technology to recover the sulfur dioxide gas generated during smelting did not exist. Smoke from the factory spread to the surrounding forests and crops. Although there were no laws to limit pollution, the company's first general affairs section chief, Yataro Kado, provided financial compensation to local residents.

Along with the compensation, the company made efforts to control the pollution. However, it was difficult to diffuse and dilute the flue gas with the technology at that time. Repeated attempts continued to fail. Kuhara proposed the construction of a large chimney that would be the tallest in the world (at that time) to spread the smoke exhaust over a wider area and mitigate the pollution. In 1914, with an enormous labor force of about 37,000 people, the company completed a large chimney 155.7 meters in height, drastically reducing pollution from the factory. Kuhara launched a large-scale tree planting project to restore greenery to the devastated mountains. The company planted a total of about 1,200 hectares of trees, which included the highly smoke-resistant Oshima cherry tree.

### Creating an Environment Where Employees Work With Peace of Mind

Kuhara set out to create an environment where employees can work with peace of mind, based on the idea that people are assets for companies. In addition to housing for families, the company aided in comprehensive town planning, including schools, hospitals, railroads, entertainment facilities, and more.

Kado, who embraced that idea, aimed for harmony among employees not only in the workplace, but also in company housing. He never stopped thinking about the happiness of all employees while encouraging simple and diligent work. This integrated environment of work and housing fostered a culture of respect and sense of solidarity among the employees. This approach, called the *Ichizan Ikka* (one mountain, one house), is still used by the group, as we maintain an open work environment in which employees freely exchange opinions regardless of job title, age, or gender.

## SPECIAL FEATURE

### A Town and a Tall Chimney Invited to the 6th Silk Road International Film Festival

The movie *A Town and a Tall Chimney* is based on the novel of the same name by Mr. Jiro Nitta. The movie depicts the true story of a community region and companies striving for coexistence and coprosperity, while overcoming smoke pollution. The movie premiered in China on October 15, 2019, at the 6th Silk Road International Film Festival held in Fuzhou, Fujian Province. JX Nippon Mining & Metals special director Oi, along with the deputy mayor of Hitachi City, director Katsuya Matsumura, and Asato Ide, who starred in the film, were invited to attend the premiere.

The invitees sponsored a panel discussion after the movie screening held on the 19th. On the following day, special director Oi and director Matsumura gave lectures in front of a large audience at a forum on the theme of the movie and regional revitalization. In his lecture, Oi explained that our current CSR initiatives are based on what the founder of our company implemented more than 100 years ago. He then explained the spirit at the heart of the film that is embedded in our DNA: Doing your best for people you love and persisting until the end. He also conveyed to the audience how JX Nippon Mining & Metals engages in a wide range of human resources development.



Commemorative Photo After Stage Greeting



Lecture by Special Director Oi



Media Interviews After Lecture Presentations

