Mitsui's business activities include the following six areas: Metals, Machinery & Infrastructure, Chemicals, Energy, Lifestyle, and Innovation & Corporate Development.

To fulfill our corporate social responsibility through our business activities, we are particularly focusing on four areas (human rights, the environment, consumer issues, and community involvement and development) out of the core subjects specified in ISO 26000.

*ISO 26000: An international standard related to social responsibility, established by the International Organization for Standardization, to encourage organizations in helping to achieve sustainable development. It consists of the following seven core subjects: organizational governance, human rights, labor practices, the environment, fair operating practices, consumer issues, and community involvement and development.
We present specific examples of CSR initiatives through our respective operations in each of Mitsui’s business fields, especially in the four subject areas we consider to be especially important: human rights, the environment, consumer issues, and community involvement and development.

**Mitsui’s Business Activities 1**

- **Creating new possibilities for new resources**
  Mitsui will forge a shale gas value chain in order to provide a stable supply of energy and stimulate the chemicals industry
  - Working towards achieving stable supply of energy and chemical products
  - Drilling for shale gas using environmentally-friendly methods
  - Building positive relationships with local communities
  - Striving to ensure operations are safe for the sake of employees and local communities

**Mitsui’s Business Activities 2**

- **Connecting the agriculture and livestock industries with itadakimasu**
  Mitsui will link primary, secondary, and tertiary industries to forge a value chain for food
  - Building a value chain for the agriculture and livestock industries with the combined primary/secondary/tertiary industries
  - Creating added value in local communities
  - Aiming for zero waste from value chains
  - Promoting employment of personnel from a wide range of regions

**Mitsui’s Business Activities 3**

- **Quality of Life is important to everyone**
  Mitsui will forge a medical healthcare value chain that provides solutions for people’s better health
  - Extending advanced Japanese medical technology throughout Asia
  - Providing advanced medical treatment for intractable diseases
  - Creating an environmentally-friendly value chain
  - Supporting the improvement of quality of life through the management of both physical and mental healthcare
Natural gas is a clean energy that emits less CO₂ and nitrogen oxides (NOₓ) when combusted than coal or oil, and produces no SOₓ sulfur oxides (SOₓ). Mitsui has worked towards diversifying energy sources to achieve a stable supply of energy on a global scale. Mitsui has taken note of shale gas* in the U.S., which led the world in moving towards full-scale commercialization. In 2010 we joined a project in Marcellus, Pennsylvania, one of the leading shale gas production regions in the world. In addition to energy supply within the U.S., Mitsui is working to expand its value chain overseas through the export of liquefied natural gas (LNG). It is also aiming to create a value chain that extends from natural gas to chemicals by moving ahead with the construction of one of the largest methanol production plants in the world (1.3 million tons per year), which will use shale gas and be located in the outskirts of Houston, Texas. With the U.S.’s abundant shale gas resources, Mitsui will contribute to the creation of a more affluent and more sustainable society by utilizing its comprehensive strength to provide a stable supply of clean energy along with the chemicals that serve as the base for all areas of industry.

* Shale gas is natural gas contained in shale formations found two to three kilometers underground. Combined with traditional natural gas, the reserves of shale gas are thought to be able to provide 250 years’ worth of global gas consumption.

Initiatives for Consumer Issues

Working towards achieving stable supply of energy and chemical products

Currently, natural gas, as an environmentally-friendly fossil energy, offers great potential in the shift towards a sustainable society. The U.S. has succeeded in shale gas development that can provide stable supply, is price competitive, and can now not only meet domestic demand, but can also be exported. In order to extract more shale gas and provide a stable supply of clean energy to the world, Mitsui is working to expand the number of extraction sites together with its partner company Anadarko Petroleum. Meanwhile, in the Chemicals business area, Mitsui is contributing to the stimulation of the chemicals industry by producing methanol through the effective use of natural gas. Mitsui is exploring every way possible to add value to natural gas and is expanding the value chain to include chemical products commencing with methanol, which form the foundation for products essential to everyday life, such as plastic products, adhesives, crop protection chemicals, medical supplies and so on.
Drilling for shale gas using environmentally-friendly methods

The U.S. has a long history of involvement in the oil industry and a large accumulation of technologies. It was also one of the first countries in the world to achieve the development of shale gas. Shale gas is extracted using a method known as hydraulic fracturing, whereby a large volume of water is pumped thousands of meters below ground to the shale stratum to obtain gas by creating fissures in the stratum. In the project undertaken at Marcellus, Pennsylvania, 15,000 tons of water have been used from each well. Mitsui and Anadarko Petroleum obtain water from large nearby rivers and recycle this water repeatedly, thus preventing water pollution and the depletion of water resources.

Building positive relationships with local communities

In regions like Pennsylvania that are booming with the shale gas rush, a great many new employment opportunities have been created. Expansion of employment is also expected in areas such as Texas and Louisiana where new chemical product plants that use natural gas are planned. The operator Anadarko Petroleum promotes the employment of local residents, and also holds events including briefings regarding environmental considerations, striving to develop positive relationships with the local community including land owners. The company works hard to ensure a correct understanding of shale development among as many people as possible, explaining aspects of the work including the fact that “a low concentration of chemicals does become mixed in with the water used for hydraulic fracturing, but those chemicals are the same level as those used in daily life.”

Striving to ensure operations are safe for the sake of employees and local communities

Mitsui selects its partners from the perspective that safe operations are a major prerequisite for doing business. To ensure the safety of operators, Anadarko Petroleum has set safety standards stricter than those prescribed nationally, and also creates and analyzes “near miss reports,” implementing the PDCA cycle to improve its level of safety management. In addition, Celanese, which is currently constructing the methanol plant in Clear Lake, TX and planned to begin operations in mid-2015, has built a culture of safety with the motto “KeepSafe,” under which “all coworkers are encouraged to see themselves as leaders in driving safe behaviors. Safety is at the core of everything at Celanese. They take their responsibility to protect their employees, their worldwide communities, equipment and facilities very seriously. To recognize their continued efforts, the company also received the American Chemistry Council’s Responsible Care® Sustained Excellence Award. In the future, Mitsui will continue to work together with partners that can share its strong sense to strive to solve the important issues and to develop businesses that contribute to the creation of a better society.
Itadakimasu is a word used in Japan before meals to express thanks for the food that provides life to us all. With the current global population reaching 7 billion, the need for securing food resources and for safe and secure food are rising due to gaps in supply and demand and regional imbalances in supply capacity. Mitsui has a strong connection with production regions including the U.S. and Brazil, and has created a food value chain with the goal of providing Japan and the rest of the world with a stable supply of items including sugar, as well as grains for both consumption and for feedstuff. Prifoods, a Japan–based Mitsui Group company responsible for one part of this process, delivers safe and secure foods by creating a value chain that extends from raising chickens for meat, to slaughter and production and sales of processed food products.

Initiatives for Consumer Issues

Building a value chain for the agriculture and livestock industries with the combined primary/secondary/tertiary industries

Currently, around 1.9 million tons of chicken is consumed in Japan a year. Around one half is imported, with the remainder produced domestically. Prifoods is based in Aomori Prefecture, which is one of the leading agriculture and livestock producing areas retaining Hachinohe Feed Complex. Prifoods handles around 9% of all chicken produced in Japan. The company contributes to the development of regional industries by adopting the consumer’s perspective to work in a unified manner across the primary industry of raising chickens, the secondary industry of processed food production, and the tertiary industry of sales. The Misawa Midori no Sato Plant—Prifoods’ main processing plant—has established facilities and systems to enable safe and secure food processing, and is also striving to gain FSSC 22000 certification, a standard for food safety established by the Global Food Safety Initiative.
Creating added value in local communities

Although the impact of the Great East Japan Earthquake still lingers, Prifoods put priority on the positive attitude of people in the Tohoku region so construction was started as planned in November 2011 on the Prifoods Misawa Midori no Sato Plant, and operations commenced in August 2012. By producing and processing in the region, it becomes possible to increase added value in the area, and to invigorate the local economy. Furthermore Prifoods also contributes to the stimulation of local culture, literature, and sports through its support of activities including the Aomori Nebuta Festival— one of the three great festivals of the Tohoku region—, the Yuki no Machi Fantasy Literature Prize, and Cheers Cup Aomori Prefecture Girls and Boys Wrestling Tournament.

Aiming for zero waste from value chains

In order to promote environmentally-friendly manufacturing, Prifoods has obtained ISO 14001 certification at its Tokyo head office, and has deployed similar environmental management systems at each location. In addition, at its Misawa Midori no Sato Plant, Prifoods uses boilers that run on gas instead of heavy oil, striving to switch to energies that emit low levels of CO2 and air pollutants. Prifoods is taking proactive steps to reduce the amount of waste it produces to zero. For the 80 thousand tons of poultry manure generated each year, Prifoods has, for example, commoditized it as fertilizer, and has utilized coal created from the poultry manure as a snow-melting agent. Mitsui is also developing biomass business (power generation and fuel supply) in the Metals business area, using the poultry manure from Prifoods.

Promoting employment of personnel from a wide range of regions

Promoting flexible employment that adapts to social and regional situations is one of efforts targeted at diversity. Prifoods implements ongoing employment of a variety of personnel, including people who retire early from the nearby Japan Self-Defense Forces, mothers who finished child-raising, and trainees from China and Vietnam. Prifoods’ Michinoku Ninohe Office was praised for developing a disability-friendly workplace environment and was praised for its employment of people with disabilities. This office went on to receive a certificate of merit for outstanding establishments for employing persons with disabilities from the Minister of Health, Labour and Welfare.
Medical healthcare needs evolve along with economic development and lifestyle changes. Minimizing the risk of suffering from infectious diseases is still an important issue in developing nations, while developed nations confront challenges such as the increased number of people with chronic diseases such as diabetes, cardiovascular disease and cancer as well as mental health diseases. Japan is the only Asian country among the seven major drug innovation countries in the world. Furthermore, Japanese medical equipment manufacturers possess state-of-the-art technology that supports advanced medical treatment around the world. Mitsui contributes to the improvement of the quality of life (QOL) of each person in Asia, recognizing that each country and region faces its unique set of problems. Mitsui also creates a medical healthcare value chain by making full use of global comprehensive business engineering capabilities and integrating medical treatment, medicine, and healthcare ICT in order to provide support for current and future challenges in each region.

**Extending advanced Japanese medical technology throughout Asia**

Current trends in developing Asian nations closely resemble the past experiences of Japan. In Asian countries, the occurrence of acute illnesses such as infectious diseases is decreasing while chronic diseases requiring continuous treatment are increasing, along with the acceleration of population growth, demographical aging and changes in lifestyle as a result of economic development. As these changes are progressing more quickly than they did in Japan, people are faced with increasing problems of shortage in medical institutions and imbalance of medical care quality in each region. Mitsui is supporting the operations of IHH Healthcare – the largest healthcare group in Asia operating around 30 hospitals – by introducing advanced Japanese medical technology and assisting its geographical expansion of medical institution network. IHH Healthcare also supports human resource development of medical professionals by operating a medical university in Malaysia and providing a scholarship to the National University of Singapore which has the country’s only faculty of medicine.

**Providing advanced medical treatment for intractable diseases**

Congenital biliary atresia is one example of an intractable disease in children. It affects approximately one out of every 10,000 births, and can be effectively treated through liver transplant. Various Asian countries including Singapore, Malaysia, and Thailand offer “Medical Tourism” to people with ailments including intractable diseases who are seeking advanced medical treatment. In collaboration with Dr. Koichi Tanaka – a global authority on living-donor liver transplant surgery –, Mitsui will open a clinic specializing in liver diseases and living-donor liver transplants at Mount Elizabeth Novena Hospital in Singapore, which is run by IHH Healthcare.
Creating an environmentally-friendly value chain

Mitsui also places strong emphasis on reducing the environmental burden throughout its value chain in order to create a sustainable society. Mount Elizabeth Novena Hospital in Singapore has implemented initiatives including management of air conditioning efficiency in operating rooms and intensive-care units, as well as the introduction of IT to reduce the amount of paper usage, and the efficient use of water. Through these efforts the hospital has received the Green Mark Platinum Award, the highest recognition given by the Singapore Building and Construction Authority (BCA). MicroBiopharm Japan – a Mitsui subsidiary that manufactures pharmaceuticals (APIs and intermediates) – generates environmentally-friendly wastes through its use of biological fermentation technology. It is also working to reduce energy consumption through, for example, the introduction of highly fuel-efficient equipment.

MicroBiopharm Japan has an environmentally-friendly corporate structure due to its pharmaceutical manufacturing that uses biological fermentation technology.

Initiatives for Consumer Issues

Supporting the improvement of quality of life through the management of both physical and mental healthcare

In recent years, mental healthcare and the prevention of lifestyle-related diseases have become key issues in Japan. At the call center of Hokendojiinsha – the publisher of "Katei no Igaku" (Dictionary of Medical Science for the Home) – medical professionals with scientific expertise give consultation service to people who are faced with these issues. This company was established based on the principle of trying to help people who do not have access to the right medical healthcare information by providing evidenced information on illnesses. Mitsui identified itself with this principle and supports the activities of Hokendojiinsha. In addition, Mitsui coordinates with medical institutions and nursing homes, working to enhance businesses that support the improvement of people’s quality of life.

"Katei no Igaku" is a long seller with many revised editions that has been popular with Japanese people for more than 40 years (above). Hokendojiinsha has put priority on providing information related to health and illnesses based on scientific evidence, and also operates call center for physical and mental health consultation (below).