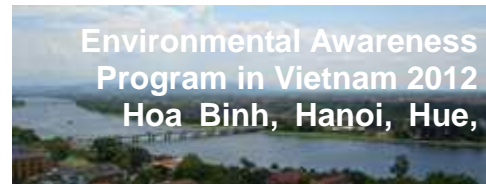


September 3rd, 2012
LIXIL Corporation

Ongoing Water Environmental Awareness Program Being Provided in Cooperation with International NPOs

**- Learned the Importance of Water with Local Children -
July 21-26, 2012**



Since 2007, LIXIL Corporation (headquarters: Chiyoda-ward in Tokyo, President: Yoshiaki Fujimori) and its local subsidiary LIXIL INAX VIETNAM Corporation (“LIXIL VIETNAM”) have been conducting the “Water Environmental Awareness Program” for children in the Socialist Republic of Vietnam (“Vietnam”). At present, LIXIL Corporation and LIXIL VIETNAM are promoting the program in collaboration with two international NPOs, namely Bridge Asia Japan (“BAJ”) and Seed to Table (“STT”).

Meanwhile, as a result of rapid economic development, Vietnam has been facing a range of problems which societal systems are having difficulty to deal with. Those problems include the broadening gap between the wealthy and poor, environmental pollution, sanitation problems, children's rights, etc. As a company that has grown to achieve its current status during economic growth in Vietnam, LIXIL (former INAX) aims to do whatever it can to benefit Vietnamese society. Since 2007, in collaboration with well-established international NPOs, LIXIL has been providing local support through environmental education. Our education focuses on “water” that is truly necessary for the children of Vietnam to become future leaders of their country. We are consistently providing environmental education not merely by giving financial aid, but by making curriculums and suggestions taking into account local societal factors and circumstances, for example, by means of offering original curricular programs such as “Let us think about and study water” and sending LIXIL staff as instructors.

This time, we carried out the environmental awareness program in Hoa Binh Province (in the north of Hanoi) and Hue (in central Vietnam) and made a visit to the LIXIL VIETNAM factory to deepen exchanges with the children and the international NPOs. In Hoa Binh Province, the program was also conducted in Dich Giao village. The following is a report of the activities we conducted locally in the period from July 21 (Sat.) through July 26 (Thu) (6 days) in Vietnam together with staff from the NGOs BAJ and STT.

Table of contents

- July 22: Environmental classes featuring water together with STT at Dich Giao Village
- July 23: Activity report and factory tour at LIXIL VIETNAM
- July 24: Activity with BAJ in the Thuy Bieu district, Hue
- July 25: Visit to farmers in the Thuy Bieu district, Hue
 - Summary of the itinerary in Hoa Binh, Hanoi and Hue, Vietnam
 - LIXIL business in Vietnam
 - Principles and history of environmental awareness program in Vietnam



■ Environmental Classes featuring Water together with STT at Dich Giao Village

Dich Giao village is located in Tan Lac, Hoa Binh Province. It is a village of about 3,600 people in about 840 households spread out over 14 distinct hamlets. Hoa Binh Province is a mountainous area located in northwest of Vietnam and although it is just about 80 km away from Hanoi, it is the home to several minority races who have inherited original languages and traditional customs.

In recent years, the village has been facing issues related to waste disposal and water source contamination because inhabitants' knowledge and information are not catching up with the rapid change of their lifestyle. Under such circumstances, village representatives requested LIXIL to provide our environmental education to enable the people of the village to have accurate knowledge about water. In response to that, we conducted hearings about the situation of the village in February 2012 and determined to accept the request. This time, a total of 91 people including elementary-, middle- and high-school students as well as youth association members participated in the classes. In the morning, a class was held using our original texts "Let us think about and study water". The class was held such that it suited the actual situation of Vietnam, as it not only focused on a basic knowledge of water from a scientific perspective but also addressed issues related to "water", for example, keeping one's hands and body clean can prevent diseases such as diarrhea and maintaining clear water is important to prevent such diseases. The class lasted two and a half hours and children eagerly read the text and answered to the questions asked by the LIXIL staff members serving as instructors.

In the afternoon, samples of well water and river water that had been collected in advance by each hamlet were tested for quality using "Pack Test". In addition, transparency measurements were performed with transparency meters made of plastic bottles. The water quality tests checked water quality on a scientific basis by measuring PH levels, COD levels, and the quantity of phosphorous and



Children eagerly listening to classes



Measuring water prepared by each hamlet



Showing great interest in changes in color

nitrogen. The children showed great interest as the kit changed its color due to chemical reactions. The measurement results were compiled in a piece of paper to share them between the hamlets; from this, we learned that a water vein may be different depending on the region.

Through the desk study and hands-on training, the participants including the children deepened their knowledge about water and environment. We believe that, if this kind of opportunity is provided more and people who have accurate knowledge start taking actions, it will lead to improvements in the issues the village face.

■ Activity Report and Factory Tour at LIXIL VIETNAM [July 23]

Phu Vinh village is about 20 min drive away from Dich Giao village where the activity took place on the first day. In the village, we conducted environmental classes featuring water in July 2011 and February 2012; with help of STT, the youth association has played a leading role to continue environmental activities on their initiative. Since water contamination due to agricultural chemicals is an issue the village face, LIXIL has provided measurement kits for checking chemical concentration in soil.

On the 23rd of July, the second day of the program, the children from Phu Vinh village and 76 youth association members visited the LIXIL VIETNAM factory in Hanoi city, capital of Vietnam to present the activity results of 2011 and the plans for 2012. From LIXIL VIETNAM, 20 members including Vice President Hoa and Production Manager Matsumoto participated.

In the presentation session, 6 hamlets comprised mostly of the youth association members reported the results and considerations for water quality tests that had been conducted for 1 year. The environmental education provided by LIXIL has triggered a movement throughout the region that people have realized importance of water and started taking actions. Moreover, the awareness of protecting their environment themselves has been rising through the activities.

After the presentation, a tour of the LIXIL VIETNAM factory was conducted. In Vietnam, only few factories accept such tour/visit and thus, it is difficult for ordinary people to enter a factory. Therefore, the people of the village really looked forward to it. The participants were divided into 6 groups, each of which was accompanied by about 3 staff members. They observed Japanese manufacturing, while being surprised to see large machinery for the first time and making questions about operation at each process.



Listening to presentations



Large machinery giving full of surprises to children

■ **Activity with BAJ in the Thuy Bieu district, Hue [July 24]**

Hue city located in the center of Vietnam attracts a lot of domestic and foreign tourists, as its buildings and structures have been registered as World Heritage. In addition to the tourism, the suburbs of Hue have been prosperous in agriculture. BAJ has been working on improving environment for people living in deprived areas and at the same time supporting organic farming and community establishment in rural areas.

Among the rural areas, BAJ has created good relationship of mutual trust with local people in the Thuy Bieu district through constant activities, as it has participated in building community in various ways, such as by providing environmental education and support for seeking higher education for children, planning an “Eco-Tour” with the objective to make tourists understand traditional lifestyle of farmers, and helping sales of local organic vegetables.

On the 24th of July, the third day of the program, we held a workshop with children from the Thuy Bieu district and 25 high school and university student volunteers using our original texts “Let us think about and study water”. First, the participants were separated into several groups and asked to pick up one page they wanted to use as a theme. Next, from the photos of their environmental activities that had been taken beforehand, they chose some photos related to the selected theme. Finally, the selected page and the photos were put on a piece of paper to present how they were related. The objective of this activity was to make them feel what was mentioned in the texts close to themselves so that they would be able to understand the relationship between themselves and water and also what they could do to protect water in their daily lives.

The workshop was held at the same time in Ho Chi Minh by the BAJ staff; with an iPad, the two venues were connected real time to allow opinion exchanges. By letting the children in an urban city Ho Chi Minh and those in a rural village Hue communicating with each other, those from Ho Chi Minh have become interested in traditional lifestyle, while those from Hue have recognized the values of life and environment that remain in the region they live, which has thus enabled them



Exploring relation between photos and texts



Children making presentation



Class after workshop

to be proud of the beauty of such life and environment. After understanding the relation between themselves and water in the workshop, the LIXIL staff provided environmental classes featuring water. The combination of the workshop and the classes allowed the children to learn more about water.

■ **Visits to Farmers in the Thuy Bieu district, Hue [July 25]**

On the 25th of July, the fourth day of the program, we made visits to farm houses in the Thuy Bieu district with 18 children, and learned how water was used and how vegetables were grown. In the Thuy Bieu district, a traditional life in harmony with nature is still there; however, due to rapid economic progress, it is being lost. To protect and inherit nature in the region and wisdom of living, BAJ has continued to visit farm houses to learn their living.

The farm house we visited first did not use tap water to cultivate crops; instead well water was used. We learned that if tap water was used continuously, its high salt concentration hindered crops from growing. In addition, the farmer collected rainwater in a tank for washing purposes. In Hue, most farmers use rainwater as daily life water. This is how we learn the way to make best use of limited water.



Farmer answering questions asked by children

BAJ also provides support to sell organic vegetables that are produced in Hue to Ho Chi Minh through Internet.

This method which directly connects producers and consumers has become popular in Vietnam. After learning water usage, the children participated in packaging the vegetables to be sent to Ho Chi Minh. Through this, they learned how the local vegetables were delivered to Ho Chi Minh. Like the previous day, this activity was also reported live to Ho Chi Minh using an iPad; the children from Ho Chi Minh learned the situation of production site while giving advice to the children of Hue on how to package the vegetables.

In the farm house we visited next, we saw an organic field and tasted harvested vegetables. Then, we cooked traditional food using the vegetables. Next, environmental classes featuring water were held using texts of Kamishibai-size (size of paper used for picture-story show). After visiting the farm houses that devised a way to use water, the children seemed to have actually realized and understood the importance of water by learning that water is limited, precious resource.



Packaging vegetables delivered to Ho Chi Minh



Cooking traditional food

[Summary of the itinerary in Hoa Binh, Hanoi and Hue, Vietnam]

- Jul. 21: Arrival of LIXIL staff in Vietnam
- Jul. 22: Environmental classes & hands-on training in Dich Giao village (in Hoa Binh Province)
- Jul. 23: Activity result presentation in Phu Vinh Village (in Hoa Binh Province) and a visit to LIXIL VIETNAM factory (in Hanoi)
Move to Hue
- Jul. 24: Workshop and environmental classes in Thuy Bieu district, Hue (broadcasted to Ho Chi Minh)
- Jul. 25: Visits to farm houses in Thuy Bieu district and environmental classes

Numbers of participants in environmental education programs

- Environmental classes & hands-on training in Dich Giao village (in Hoa Binh Province): 91
- Factory visit from Phu Vinh village: 76
- Workshop and environmental classes in the Thuy Bieu district, Hue: 25
- Visits to farm houses and environmental classes in the Thuy Bieu district, Hue: 18

Accompanying staff from BAJ: Bridge Asia Japan
Vietnam Office: Huynh Hue Tue, Emiko Katayama
Tokyo Head Office: Shoko Ito
Accompanying staff from STT: Mayu Inou, representative of Seed to Japan
Instructors from LIXIL: Kazuyuki Kawai, Takayuki Inoue, Environmental Management Promotion Division
Instructors from LIXIL VIETNAM: Khuat Duy Song, General Affaires Division



■ **Bridge Asia Japan (BAJ)** <http://www.baj-npo.org/>

BAJ is a Japanese non-profit organization founded in 1993. As its name indicates, BAJ works as a bridge between Asia and Japan, through international cooperation. In Vietnam, BAJ carries out assistance activities mainly to address child poverty. As for environmental education, BAJ began preparations in 2002 to start providing education to local children in Hue from 2004. Various supports carried out by BAJ include collection of valuable resource such as plastics and establishment of wastewater treatment facility to avoid domestic wastewater from flowing into the river. Thanks to such practical supports by BAJ, more and more local children are thinking and acting on their own.

Seed to Table Connecting People, Nature and Cultures

■ **Seed to Table (STT)** <http://seed-to-table.org/>

STT is a Japanese non-profit organization founded in July 2009. Through cooperation with Vietnamese people, STT aims to protect the indigenous seeds, nature and culture, to develop an economic basis enabling local people's self-sufficiency as well as to improve their income so that Vietnamese people can live happily with their families and friends. In addition to recording and communicating local wisdom of living including farming methods, STT strives to provide a place for meeting and discussing with people, to foster next generation leaders, and to promote eco-friendly agriculture and community development in Vietnam. Hoa Binh Province in the north of Hanoi is the base of STT activities.

[LIXIL Business in Vietnam]

In LIXIL group, sanitary wares of American Standard brand first entered the Vietnamese market. We started both production and sales of the products in Ho Chi Minh in 1996. From the next year, production and sales of sanitary wares of INAX brand have also started. Currently, with these two brands, LIXIL is enjoying the No.1 market share in the Vietnamese market. We have started selling fittings since 2010 with the fitting factory started its operation. Then, in June this year, we expanded our business into electric water heater market that is a promising market. Moreover, in the sector of building materials, LIXIL has been engaging in manufacturing and sales of dry exterior tiles, mainly mosaic tiles since 2008. The factory for residential sashes will begin its operation in fall, 2013. In this way, we promote the expansion of our business in Vietnam from now on as well.

LIXIL VIETNAM, which played a central role of the activities reported this time, is a local subsidiary engaging in manufacturing and sales of INAX brand sanitary wares and others in Vietnam.

[Principles and History of Environmental Awareness Program in Vietnam]

In 2006, LIXIL (former INAX) began searching not just for a way to provide funds and supplies, but for partners who could take actions that are meaningful for local residents and will support their future. In 2007, we began concrete activities with well-established NPOs. Using extensive experiences we have gained through providing water-related products, we aim to support the kind of education that is truly necessary for the children of Vietnam to become future leaders of their country. Furthermore, the kind of education that the company promotes goes beyond merely telling children not to throw trash in rivers because they will become polluted, but making children understand the causes of river pollution and to think for themselves about what they can do to prevent it. From now on as well, based on this philosophy, LIXIL is committed to continuing such practical environmental educational programs taking into consideration local circumstances, with the collaboration of BAJ, STT, and LIXIL VIETNAM.

Record of major activities

- 2007: Activities begun with BAJ and Save the Children Japan ("SCJ") (3-year contract)
Development of original educational texts (April)
Training of INAX VIETNAM Co., Ltd. ^{*1} staff to become instructors; briefing to government and educational organizations
Commencement of environmental educational programs targeting educators and children in Yen Bai north of Hanoi and Hue (June through August)
- 2008: Children from Yen Bai and Hue were invited to the Eco-products International Fair (Hanoi)
INAX VIETNAM Co., Ltd. ^{*1} factory tour (March)
Environmental educational programs in Yen Bai and Hue (June)
Environmental educational programs in Yen Bai, Hue, Ho Chi Minh, and Qui Nhon (December)
- 2009: Environmental educational programs in Yen Bai, Hue, and Ho Chi Minh (July)
- 2010: Activities begun with BAJ and STT
Environmental educational programs in Hue and Qui Nhon
Visit to the tile factory of INAX VIETNAM TILE Co., Ltd. ^{*2} (January)
Environmental educational programs in Nam Son Village, Hoa Binh Province, Hue, and Ho Chi Minh (July)
- 2011: Environmental educational programs in Nam Son Village, Hoa Binh Province, Hue, and Ho Chi Minh (January)
Environmental educational programs in Phu Vinh Village, Hoa Binh Province, Hue, and Ho Chi Minh (July)
Activity report by Nam Son Village inhabitants, INAX VIETNAM Co., Ltd. ^{*1} factory visit (July)
- 2012: Environmental educational programs in Phu Vinh Village, Hoa Binh Province, and Hue (February)
Opinion exchanges in Dich Giao Village, Hoa Binh Province (February)

*1 current LIXIL INAX VIETNAM Corporation

*2 current LIXIL INAX Saigon Manufacturing Co., Ltd.