

To the Press

October 3, 2013

**Ongoing Water Environmental Awareness Program Provided in Cooperation with International NPOs****- Learning the Importance of Water with Children – August 10- 14, 2013**

Since 2007, LIXIL Corporation (Headquarters: 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, we are promoting the program in collaboration with two international NPOs, namely Bridge Asia Japan (“BAJ”) and Seed to Table (“STT”).

In tandem with Vietnam’s economic development, the business of LIXIL has been steadily growing, with its sanitary ware having gained the largest market share in the country. To contribute to local society and to fulfill its social responsibility as a leading manufacturer in Vietnam, LIXIL consistently provides educational programs with consideration to the social conditions and circumstances in Vietnam. At LIXIL, we are not merely trying to grant financial aid, but offer educational programs by creating our original textbooks, “Let us think about toilets” and “Let us think about and study water,” and dispatching our employees to serve as instructors.

From August 11 to 14, 2013, we organized the 13th session of the environmental awareness program in Hoa Binh Province and Thua Thien-Hue Province. The 13th session comprised environmental classes and a factory tour at LIXIL VIETNAM.

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## ■Activities with STT: Environmental Classes in Dich Giao Village (August 11)

Dich Giao Village is located in Tan Lac, Hoa Binh Province, a mountainous area located in the northwest region of Vietnam. The village, about 125 km from Hanoi, is home to several minorities who observe their original languages and traditional customs. Villagers earn their living by cultivating their farms on steep slopes. In Dich



Dich Giao Village, located amid a rich natural setting

Giao Village, about 3,600 people (about 800 households) live in 14 hamlets. In our most recent environmental awareness program, we had a total of 87 participants, including schoolchildren and members of the local youth association.



Children listened carefully to the lecture given by Mr. Son, an employee who served as an instructor.

In the morning, staff of LIXIL dispatched from Japan and staff of LIXIL VIETNAM gave lectures, using their original textbook, “Let us think about toilets.” This was the third time we had held this environmental awareness program in Dich Giao Village. In previous sessions, the children had learned about water and how to preserve water quality. Since they already know well that a lifestyle without toilets can cause water pollution, using the new textbook, we taught many things about toilets: their history, various types of toilets, how to use them, and how to clean them.



Senior members led the workshop.

In the afternoon we held a workshop. The children were divided into several groups and prepared reports on a survey they had undertaken concerning toilets in their respective hamlets. They prepared the reports using large pieces of paper, with photographs pasted on them. Based on what they had learned during the morning classes, they discussed the characteristics, and both the merits and demerits of different types of toilets. After completing the reports they participated in group presentations, which provided them with a good opportunity to learn about toilets in other hamlets and reconsider their own toilet systems.

Since STT is funding a campaign to build toilets in Dich Giao Village, LIXIL is supporting the campaign. In cooperation with the local youth association, we conducted a survey of toilets across the village. By March 2013, we helped complete the installation of toilets in 50 households in the upper basin. In districts without a water supply and sewage systems, we recommend dry toilets, since they treat human waste and turn it into organic compost material that can be used to fertilize the soil.

### ■ Report on Activities and Factory Tour at LIXIL VIETNAM (August 12)

On the second day, we invited 90 villagers from Dich Giao Village, including the representatives of the village, and children and other participants in the environment awareness program, to LIXIL VIETNAM. There they gave presentations on their environmental activities and toured the LIXIL VIETNAM factory. During the presentation session, the villagers reported their environmental activities undertaken with support from STT, along with the results of their survey about village toilets (the report they compiled during the class on the previous day). The villagers proudly gave presentations, using their own words.

After the presentation session, the participants toured LIXIL VIETNAM factory. Looking at the production lines in operation, they listened to explanations about the production method for toilet systems. Since the villagers had been looking forward to the tour, they were extremely keen to observe the factory lines. After the tour, they asked many questions regarding treatment methods for waste from production lines, as well as sewage treatment techniques.



Presentation by representatives of the village at LIXIL VIETNAM



Villagers listening to an explanation given by staff of LIXIL VIETNAM

■ **Activities with BAJ: Environmental Classes in Quang Vinh and Vinh An Districts (August 13, 14)**

On August 13, we held environmental classes for 105 elementary schoolchildren in Quang Vinh District, Quang Dien County (20 km from the center of Hue). On August 14, classes were held for 32 elementary and middle school students in Vinh An District, Phu Vanh County. In both districts, BAJ has been providing environmental education to local children. BAJ fosters environmental awareness among children by letting them learn different approaches used in various districts through exchanges with children from other districts.

During the environmental classes, we asked children to give presentations about their daily activities to protect their local environment. In the classes we used our original textbooks and conducted water quality tests using Pack Test kits.\*<sup>1</sup>

In the afternoon of August 14, we held discussions with college student volunteers. Through the discussions, we were able to confirm the effectiveness of our original textbooks. We were pleased to find that the college students had become increasingly interested in environmental and other societal issues, a fact indicating the growth of next-generation leaders of environmental protection movements in Vietnam.

At LIXIL, we are reinforcing our ties with local people through the environmental awareness program. We are delighted to see changes in children's behavior. For instance, children have begun to take rubbish home instead of throwing it away on streets. The campaign to build toilets, which we started as part of our activities in collaboration with STT, has been spreading to many villages. We are determined to continue this environmental awareness program by involving the staff of LIXIL VIETNAM and seeking cooperation from NPOs. We hope to develop curricula suitable for the present situation in Vietnam.

\* 1 Pack Test kits: kits for measuring levels of water contamination and identifying pollutants by using chemicals that change color



Children studied about water in their districts



Sampling river water and conducting a water quality test

## ■ LIXIL Business in Vietnam

In the LIXIL Group, American Standard is the first sanitary ware brand which entered the Vietnamese market. American Standard started its production and sales activities in Ho Chi Minh in 1996, followed by INAX in Hanoi in 1997. With these two brands, LIXIL currently has the No.1 market share in the Vietnamese sanitary ware market. In 2010, we began to sell fittings, as we started operation of a new factory. Then, in June 2012, we also entered into the electric water heater market which seems to be promising.

Moreover, in the area of building materials, LIXIL has been engaged 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. From now on as well, we are going to expand our businesses in Vietnam.

### Record of major activities

- 2007: Start of activities with BAJ and Save the Children Japan (“SCJ”) (3-year contract)  
Creation of original education textbook (April)  
Training of INAX VIETNAM Co., Ltd. \*2 staff to become instructors; briefing to government and educational organizations  
Commencement of environmental education programs targeting educators and children in Yen Bai, the north of Hanoi, and Hue (June through August)
- 2008: Children from Yen Bai and Hue invited to the Eco-products International Fair (Hanoi)  
Factory tour at INAX VIETNAM Co., Ltd. (March)  
Environmental education programs in Yen Bai and Hue (June)  
Environmental education programs in Yen Bai, Hue, Ho Chi Minh, and Qui Nhon (December)
- 2009: Environmental education programs in Yen Bai, Hue, and Ho Chi Minh (July)
- 2010: Start of activities with BAJ and STT  
Environmental education programs in Hue and Qui Nhon  
Factory tour at INAX VIETNAM TILE Co., Ltd. \*3 (January)  
Environmental education programs in Nam Son Village, Hoa Binh Province, Hue, and Ho Chi Minh (July)
- 2011: Environmental education programs in Nam Son Village, Hoa Binh Province, Hue, and Ho Chi Minh (January)  
Environmental education programs in Phu Vinh Village, Hoa Binh Province, Hue, and Ho Chi Minh  
Activity report by Nam Son Village residents, factory tour at INAX VIETNAM Co., Ltd. (July)
- 2012: Environmental education programs in Phu Vinh Village, Hoa Binh Province, and Hue  
Opinion exchanges in Dich Giao Village, Hoa Binh Province (February)  
Environmental education programs in Dich Giao Village, Hoa Binh Province, and Hue  
Activity report by Phu Vinh Village residents, factory tour at LIXIL INAX VIETNAM Corporation (July)
- 2013 : Environmental education programs in Hoa Binh, and Hue  
Activity report by Ngoi Sao junior high school students, factory tour at LIXIL INAX Saigon Manufacturing Co., Ltd. (March)

\*2 INAX VIETNAM Co., Ltd. : Current LIXIL INAX VIETNAM Corporation

\*3 INAX VIETNAM TILE Co., Ltd. : Current LIXIL INAX Saigon Manufacturing Co., Ltd.