

Press release

KYOCERA “Eco-Lessons” Reach More Than 100,000 Primary School Children in Japan & China

Program encourages environmental protection and understanding of alternative energy at 1,500 schools

28 September 2015 – Kyoto, Japan/Neuss, Germany – Kyocera Corporation (President: Goro Yamaguchi) announced today that its environmental protection-themed “Eco-Lessons” — part of the company’s Corporate Social Responsibility (CSR) activities — have reached more than 100,000 students at 1,500+ primary schools in Japan and China.

The Eco-Lessons, which are being taught by over 200 specially-trained Kyocera Group employees, incorporate original experimentation kits and toys utilizing solar cells, a fun quiz, and other interactive activities in the hope of helping children deepen their understanding of environmental and energy issues. Kyocera Group employees take a special in-company training course to learn about the purpose of the Eco-Lessons and teaching methods before going to the schools. The basic type of Eco-Lesson is 90 minutes long and aimed mainly at children aged 9-12.

The evolution of the current Eco-Lesson program began when Kyocera constructed its new global headquarters building in Kyoto, Japan in 1998 with a large-scale solar power generating system consisting of 1,896 solar panels. At the time, many local schools would request to visit the facilities and showroom displays on field

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trips to learn about solar power. In response to the level of public interest, and with the cooperation of an environmental education course for primary school students that was being run by the Kyoto Chamber of Commerce and Industry, Kyocera took the initiative to proactively offer environmentally themed classes at local schools in February 2003. Since then the lessons have spread across Japan, and the program was also introduced in China in April 2009.

“I feel really privileged to be involved in nurturing children who will be the leaders of the next generation,” said Sanae Kuroda, Kyocera employee engaged in the Eco-Lesson program as a lecturer. “I sincerely hope that Kyocera’s Eco-Lessons give children a chance to think about the environment.”

Kyocera will continue to offer the Eco-Lessons in order to enhance children’s awareness of environmental issues and interest in alternative energy, and to foster an eco-friendly perspective in the next generation.



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Children learning hands-on about solar power at Kyocera Group “Eco-Lessons” at primary schools

For more information about Kyocera:

www.kyocera.eu

About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 226 subsidiaries (as of March 31, 2015), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 6 gigawatts of solar power having been installed around the world to date.

The company is ranked #552 on Forbes magazine's 2015 “Global 2000” listing of the world's largest publicly traded companies.

With a global workforce of over 68,000 employees, Kyocera posted net sales of approximately €11.74 billion in fiscal year 2014/2015. The products marketed by the company in Europe include printers, digital copying

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systems, microelectronic components, fine ceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €385,000 per prize category).

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