

Changes for the Better

CSR | Corporate Social Responsibility
Social Responsibility



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Social Responsibility



▶ To Customers



We fulfill our social responsibility to customers by creating high-quality products, providing after-purchase support and responding appropriately to any product-related issues.

[More](#)

▶ To Business Partners



We shall select suppliers fairly, build a cooperative relationship with them by deepening mutual understanding, and work together with them to ensure product safety and improve service quality.

[More](#)

▶ To Shareholders & Investors



By promoting balanced corporate management from the three perspectives of growth, profitability and efficiency, and soundness, we shall work to build a robust management base and achieve sustainable growth as we strive to further improve performance and increase corporate value.

[More](#)

▶ To Employees



We shall work to realize a diverse workforce and equality of opportunity, create a fulfilling workplace, improve the workplace environment to achieve even better working conditions, and ensure occupational safety and health, and health in mind and body.

[More](#)

▶ As a Corporate Citizen



We shall undertake and promote philanthropic activities in the three key areas of local philanthropic activities, donations and overseas foundations.

[More](#)

▶ Communicating with Society



As a good citizen and a good neighbor, we shall contribute to local community development through proactive participation in volunteer activities and other local events.

[More](#)

Social Responsibility



▶ Ensuring Consistent Quality

The spirit of contributing to society through consistent quality is ensured through our Four Basic Quality Assurance Principles.

[More](#)

▶ Providing Easy-to-Use Products

Through universal design, we will manufacture easy-to-use and practical products.

[More](#)

▶ Increasing Customer Satisfaction

Learning from surveys of customers who have purchased our products, we enhance customer satisfaction measures as well as after-purchase support and information services.

[More](#)

▶ Responding to Product-Related Issues

When major issues occur, we employ a system for quickly and accurately considering and deciding on steps and measures to take.

[More](#)

To Customers

Ensuring Consistent Quality

Quality Management Principles and System

The quality items indicated by the seven guiding principles formulated in 2001 (quality: provide the best products and services with unsurpassed quality) reflect the Four Basic Quality Assurance Principles laid down as a means of realizing the corporate motto of "Service through Quality" adopted in 1952, and have been passed down from one generation of employees to another to this very day.

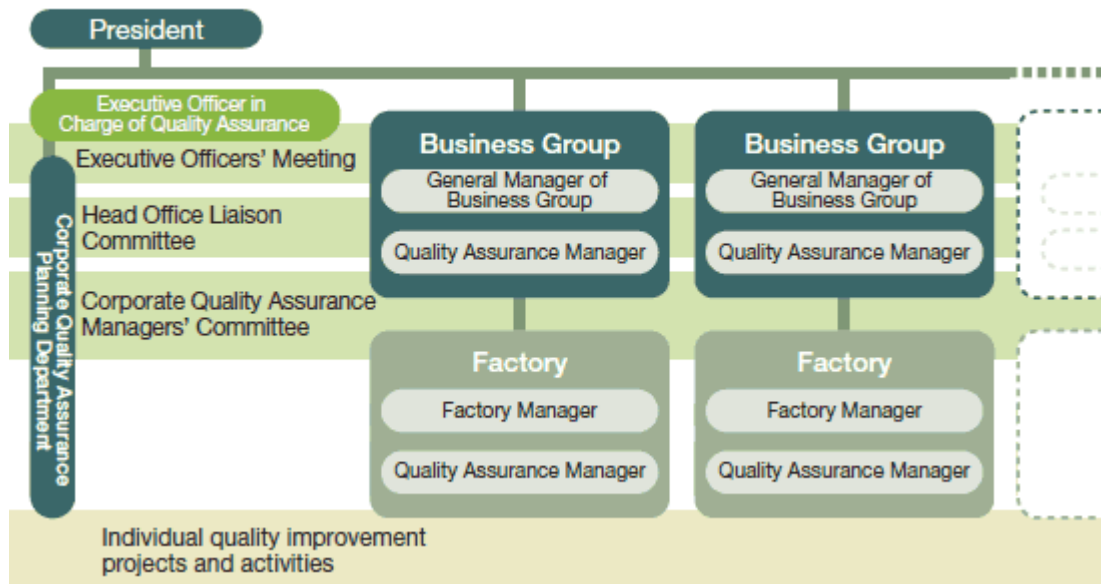
Based upon these principles, we have established a system for quality assurance and improvement activities throughout the entire Group and formulated quality assurance guidelines. We comply with quality assurance legislation and standards and are working to further develop quality improvement activities.

Worldwide manufacturing bases take responsibility for the quality assurance of each product and are implementing concrete improvement measures.

Four Basic Quality Assurance Principles

1. Product quality is our top priority. It comes before price and on-time delivery.
2. Whatever the sacrifice, our commitment to quality does not waver.
3. Products must be safe to use, have a long usage life, and have consistent performance.
4. Every manager and employee involved in manufacturing a product shares equal responsibility for product quality.

Promotion of Quality Assurance and Improvement Activities



Quality Improvement Activities

The Mitsubishi Electric Group incorporates quality considerations into products from the design and development stage, promotes activities to improve quality in all processes, from design and development to manufacturing, shipping and beyond, and works to make ongoing improvements in product quality, safety and reliability.

We have also built a database for sharing quality-related information that is used by the entire company. It consists of information provided by prior employees on past problems, lessons learned, explanations and defects, as well as examples of improvements that have been made. The system has proven effective in helping to build quality into products, implement quality improvement measures, prevent the occurrence or recurrence of problems, and train young engineers. Based on cases where there were problems, we developed an e-learning tool called "Learning from Problems" and utilize it for educational purposes.

At the manufacturing stage, we work to make quality readily apparent to help prevent problems before they occur and promptly respond to them when they do. Problems are fed back to development and design divisions, where efforts are then made to further improve quality.

Ensuring Product Safety

Based on the Corporate Statement and the Seven Guiding Principles, Mitsubishi Electric promotes initiatives to ensure product safety under the following principles:

Product Safety-Related Principles

1. We will not only comply with the laws related to product safety, but also work on offering safe and reliable products to our customers.
2. We will prevent product-related accidents by indicating cautions and warnings to help customers use our products safely.
3. We will work actively to collect information of product-related problems, disclose them appropriately to our customers, and report them quickly to the government and other bodies as required under the law.
4. If any serious accidents occur resulting from product-related problems, we will apply appropriate measures to avoid any increase in damage.
5. We will investigate the cause of product-related accidents and work to prevent any recurrence.
6. We will make continuous efforts to improve our product safety promotion system.

Particularly in regard to consumer products, Mitsubishi Electric is committed to preventing serious hazards that could result in death, injury, fire, or other damage, by subjecting all products to a quantitative risk assessment at the development stage, while also designing and developing products in consideration of their end-of-life management. At the same time, our Customer Service Center operates 24 hours a day, 365 days a year, to assist customers and gather their views about Mitsubishi Electric products. Furthermore, we disclose accident information, including information on the status of ongoing investigations, on our official website.

In recognition of these efforts, we have been awarded the Bronze Prize in the Large Manufacturer and Importer Category of the FY2008 Ministry of Economy, Trade and Industry Awards for Best Contributors to Product Safety.



[Click here to learn more](#)

To Customers

Ensuring Consistent Quality

FY2008 Second Awards for Best Contributors to Product Safety, Bronze Prize

Mitsubishi Electric Corporation has recently received the Bronze Prize in the Large Manufacturer and Importer Category of the FY2008 METI* Minister Awards for Best Contributors to Product Safety, sponsored by the Ministry of Economy, Trade and Industry.

The award program was launched by METI in FY2007 with the goal of creating a safe and secure society based on sustainable product safety. It aims to increase private companies' awareness of product safety and establish a "safe product culture" that promotes product safety in business activities and consumer lifestyles.

The Mitsubishi Electric Group's corporate mission is to "improve technologies, services and creativity, to enhance quality of life in society." To this end, our employees abide by seven guiding principles which define and govern their actions. As required by one of the principles to "provide the best products and services with unsurpassed quality," Mitsubishi Electric sets a clear policy of attaching importance to quality and places top priority on ensuring product safety (and compliance with relevant laws and regulations).

Among our initiatives for ensuring product safety, we have received the Bronze Prize in recognition of our approaches to "quantitative risk assessment at the product design stage," "design and development in consideration of end-of-life product management," and "information disclosure and customer assistance from the standpoint of consumers."

We shall take the award as encouragement for making further efforts in product safety.

* METI: Ministry of Economy, Trade and Industry



2008 Best Contributors to Product Safety
FY2008 Bronze Prize



Presentation of a commemorative plaque by
Mr. Terasaka, Director-General, Ministry of
Economy, Trade and Industry

Reference:

Ministry of Economy, Trade and Industry
[METI Minister Awards for Best Contributors to Product Safety](#) 
(Japanese language site)

To Customers

Providing Easy-to-Use Products

Universal Design that Provides Ease of Use

Universal design is an approach that creates "common-use products" that can be used with ease by as many people as possible. We evaluate our products from universal design perspectives such as being simple and easy to understand, using easy-to-recognize displays and layouts, consideration for comfortable posture, and safety and convenience.

We have taken the initiative in incorporating universal design in products for the general public, such as our Train Vision System and elevators. We also initiated the Uni & Eco business strategy in fiscal 2005.

In addition to ease of use, the universal design approach seeks to minimize the difficulties in customers' experiences when setting up and maintaining products. We are working to incorporate universal design into all our products.

In fiscal 2009, we introduced as our standard elevator model the AXIEZ series, which features safety improvements around the door area. We also introduced 12 home appliances that meet in-house Uni & Eco standards. These include LCD TVs with digital program displays and audible instructions, refrigerators with easily adjustable shelves and drawer compartments, and IH (induction heating) stoves with dials that are easy to operate and that simplify fine heat adjustments.

In fiscal 2010, we will make a number of product improvements from the standpoint of universal design. We will also work to make products easier to set up and maintain.

Elevators That Are Safer in the Door Area

We made the area near elevator doors safer by adding hall-motion sensors to our universal door system.



In-sidewall operating panel

In-Sidewall Operating Panel Easier for More People to Use

We made in-sidewall operating panels as a standard feature of AXIEZ elevators that went on sale in 2005. This feature makes it easier for people to operate the elevator after entering the car. We also took into consideration the placement of the panels, making operations easier for people using wheelchairs, walkers and baby carriages.



Hall-Motion Sensor

Enhanced Universal Door System

We have enhanced our multibeam door sensors for elevators, made doors more user-friendly, reduced the threshold gap to 10 mm and added a hall-motion sensor that uses infrared beams to detect objects near the doors, preventing people or objects from caught by the door. These safety improvements make our elevators easier for more people to use.

"REAL" Series LCD TVs Feature Digital Program Displays and Audible Support

This "television that talks" provide various types of audible information, such as digital program displays, program reservation and information on various other operations, when the remote control's "annunciate" function is used. We also offer customers two styles of simple remote controls and a new full-color menu to minimize operating hassle. We will continue incorporating universal design in our televisions through attractive graphics and simple operations.



Customers can choose a remote control that has buttons only for basic operations or a full-function model with all the buttons.



Menu design for easy searching by topic



MZW200 Series

Enhancement of the Original System for Universal Design Evaluation

UD-Checker is a tool that can be used by both industrial designers and engineers to evaluate for universal design qualities. This tool shows four quantitative measures of universal design, indicating specific design aspects for development. This checker improves the efficiency of product development.

In fiscal 2009, we performed UD checks on our products for the industrial field, as well. We also expanded the scope of these checks to include ease of equipment installation and maintenance. We will continue to apply this system for a wider range of people.



UD-Checker Screen

Making User Manuals Easy to Understand

The Mitsubishi Electric Group promotes measures to create user manuals that are easy to read and understand, enabling customers to use products safely and comfortably. Our guidebook for producing user manuals forms the basis of these measures, which is distributed to our Japanese domestic subsidiaries responsible for home appliances.

Example of Improvement in User Manuals in Fiscal 2009: Blue-ray Disc Recorder

Operational information from the instruction manual is built right into the product. So when the user is not sure what to do, the information can be displayed on the television screen for a quick and easy solution.

One-Touch Remotes That Can Be Understood at a Glance

Tsukaikata Navi®

We have added a "tsukaikata navi" (instructions for use) button on our remote controls so that customers can understand at a glance how to operate full remote controls, which can be confusing. This way, customers can take advantage of a remote control's full range of options without having to look through an actual manual.



This option displays remote control instructions for use on the television's screen, making function searches easy.

*1 Information on programs to be recorded depends on the digital programming guide. It is not always possible to automatically record programs that have been selected, as programming formats may change, and signal quality variations may hinder signal quality.

To Customers

Increasing Customer Satisfaction

Improving Customer Satisfaction

A precondition for providing the kind of value that will excite customers is to continuously determine their current level of satisfaction. For this reason, each of our manufacturing plants administers questionnaires for people purchasing its flagship products and conducts surveys using product testers. We also see how the Mitsubishi Electric Group's sales and services are evaluated through sales outlet satisfaction surveys on sales policies of manufacturers and its sales subsidiaries, as well as customer satisfaction surveys on manufacturer support at large home appliance retailers. These results will be communicated throughout the Group and incorporated back into sales and development strategies.

Looking ahead, we will work to further improve our overall customer satisfaction ratings by endeavoring to raise customer satisfaction in each area -- product, sales and service.

Enforcing After-Purchase Support

The Living Environment & Digital Media Equipment Group, which handles home appliance products, has established the Customer Response Center to respond to questions from individual customers about how to use our products, and the Service Center to handle product repairs. Both operate around the clock throughout the year. Each of our manufacturing works responds directly to inquiries that come in via our website in order to facilitate faster, more accurate responses.

In addition, the Technical Support Call Center deals with technical inquiries concerning after-service and other matters from our retailers 365 days a year.

Due to expanding product features, inquiries taken by these help desks are increasing every year. At our centers where we take questions by phone in particular, we are working to add staff members and conduct education and training in order to improve the response rate and overall level of customer satisfaction.

Information elicited from our customers and retailers is fed back to the quality assurance divisions at each of our manufacturing works.

Enhancing Information Delivery

In addition to product-related help and repairs, the Living Environment & Digital Media Equipment Group, which handles home appliance products, provides a wide range of information to individual customers and sales outlets, including helpful lifestyle-related information and information on how to use products safely.

For individual customers, for example, our website includes an informative site for homemakers called "Shufure." The site provides information on interesting products and reports from new product testers to some 250,000 registered members (as of March 2009), and has been quite well received. In addition, we provide lifestyle-related product information and a variety of services to around 180,000 registered participants (as of March 2009) in our product registration service, which is available to purchasers of Mitsubishi Electric products in Japan.

Also on our website we provide product-related information including technical and installation manuals for sales outlets.

In addition, we distribute to domestic affiliates that handle home appliances both guidelines on creating installation manuals to ensure the safety of installation work, and guidelines on creating user manuals to ensure that products are used safely, and make sure they are fully used.

To Customers

Responding to Product-Related Issues

Principle of Notification, Collecting Information, Repair and Recall of Products


In a case where there is a report that a major problem has occurred in a product that we have sold, we have a system for quickly and accurately considering and deciding on steps and measures to take, including the participation of upper management. For recalls in particular, we will work on an ongoing basis to make sure all the relevant products that were sold are returned and repaired, and we will apply these efforts to a wide array of sales channels.

We are also taking initiatives to ensure rapid and appropriate delivery of information on malfunctions in consumer products that have a direct link with consumers.

Reporting Major Product Issues

A detailed list of information pertaining to important product-related and quality issues is posted on Mitsubishi Electric's official website (Japanese site) under "[Important Notices.](#)" 

Accident Reporting Based on the Consumer Product Safety Act

Detailed information on our compliance with the revised Consumer Product Safety Act, which went into effect in May 2007, is available on Mitsubishi Electric's official website (Japanese site) under "[Accident Reporting Based on the Consumer Product Safety Act.](#)" 

Social Responsibility

To Business Partners



Corporate Social Responsibility through the Supply Chain

Our Purchasing Philosophy

Mitsubishi Electric purchases a wide variety of materials and components from both Japanese and overseas markets. We recognize our corporate responsibility and are eager to provide business opportunities for the communities in which we operate.

1) Easy Access and Equal Opportunity

To guarantee our customers the highest-quality products, we are constantly searching for new suppliers. We encourage business partners from all over the world, regardless of size, to contact us about submitting a quotation. The decision to embark on a new business relationship is made after careful consideration of three major factors: product price, product quality and delivery performance. To ensure continued high quality and efficiency, we periodically review our relationships with our partners.

2) Mutual Prosperity

We believe in long-term relationships built upon understanding and trust. This will allow us to develop with one another from the very beginning and achieve mutual prosperity.

3) Ecological Soundness

We are interested in the materials and manufacturing processes used by our suppliers. Because we value the environment, we buy only ecologically sound products. Our mission is to satisfy the needs of people around the globe. To meet their growing expectations, we must widen and strengthen our affiliations with companies all over the world. We are seeking cooperation, not just business, and are looking for potential partners who are willing to join us in our drive toward global prosperity.

Furthermore, we plan to carry out our distribution activities in line with our "CSR Procurement Policy," which was established in fiscal 2008.

CSR Procurement Policy

1. Compliance with domestic and foreign laws/regulations and social standards
 - (1) Ensuring compliance with laws and regulations
 - (2) Respecting human rights and prohibiting discrimination, child labor, and forced labor
 - (3) Creating proper work environments
2. Assurance of quality and safety of products and services
3. Environmental considerations
 - (1) Procuring materials with less negative impact on the environment
 - (2) Ensuring strict management of harmful chemical substances based on an environmental management system
4. Promotion of fair trade based on corporate ethics
 - (1) Practicing honest trade on fair and equal footing, based on laws/regulations and agreements
 - (2) Ensuring strict management and safeguarding of information by establishing an information security system
 - (3) Thorough elimination of ethical misconduct

Building Good Relationships with Suppliers

Based on our supplier selection standards, the Mitsubishi Electric Group regularly evaluates its business partners in terms of quality, price, delivery, customer service, environmental issues, regulatory compliance systems and other attributes.

We make purchases from business partners placing a strong overall evaluation on a priority basis in an effort to build good business relationships from a long-term perspective. The Group gives the designation of "key supplier" to business partners especially important in the promotion of our business activities.

A "key supplier" is defined as a business partner that provides key parts related to product performance or that has high-level technology or other critical attributes.

Our partnerships with these business partners are more involved than with regular ones, as they engage in joint development of parts and materials from the initial development stage, adopt cutting-edge products, and promote value analysis*. We also work with key suppliers to develop activities aimed at the joint creation of costs.

Through such initiatives, we seek to minimize our impact on the environment by making products more compact and lightweight, thereby requiring less material. At the same time, we endeavor to maintain win-win relationships with our business partners that result in mutual sales increases and technical advances.

Since fiscal 2004, the Company has worked with its suppliers to promote a shared cost consciousness from the early stages of development. We will continue to aggressively pursue these efforts, which have been greatly successful.

As in Japan, we are working with business partners in Europe and the Americas, China and throughout Asia on enhancing the price/quality competitiveness of the overall procurement capabilities of the Mitsubishi Electric Group.

* Value analysis is a method for minimizing the costs required to obtain the essential functions of products and parts.

Building Good Relationships with Sales Outlets

To build a win-win relationship with the regional retail sales outlets that sell Mitsubishi Electric products, we work with Group sales companies to support the business operations of the retail outlets. Besides organizing presentation meetings for introducing new products, we regularly offer sales skill-improvement workshops, conducted by Request System Corp.

In particular, we are enhancing the sales support system for sales outlets in the expanding Japanese market for homes powered entirely by electricity. Mitsubishi Electric Living Environment Systems Corp. has established an "e-home overall coordinator system" as an internal qualification system. The system is designed to arm salespeople with the sales and technical skills that will enable them to make knowledgeable suggestions regarding all-electric homes. To support dealers' efforts to sell all-electric homes, we also certify and organize such dealers as an "All-Electric-Powered Homes Club Member," and provide a variety of sales support to members.



Sales skill-improvement workshop

Ensuring Product Quality and Safety

Considering that our business involves a wide range of products such as satellites, power generation equipment, electric transmission and distribution equipment, home appliances and numerous others, each of our customers expect differing standards of quality.

The Mitsubishi Electric Group establishes quality standards for each product and requests that business partners achieve required levels of quality based on them.

Product quality and safety are ensured through cooperation with our suppliers.

Social Responsibility To Shareholders & Investors



Increasing Shareholder Value

Promoting "Balanced Corporate Management" and Increasing Corporate Value

Through promoting balanced corporate management that gives consideration to the three perspectives of growth, profitability and efficiency, and soundness, the Mitsubishi Electric Group is working to establish a robust managerial basis, achieve sustainable growth, and further improve its financial performance out of a commitment to increase its corporate value.

Promoting Proactive Investor Relations

In order to gain understanding and confidence from shareholders, the Mitsubishi Electric Group proactively promotes investor relations activities to disclose and provide appropriate information on a timely basis, including management policies, strategies and financial results. The Corporate Administration Division and Corporate Finance Division are responsible for keeping lines of communication open with shareholders and investors. Our activities in this area include holding presentations on corporate strategy and accommodating meetings with shareholders and investors.

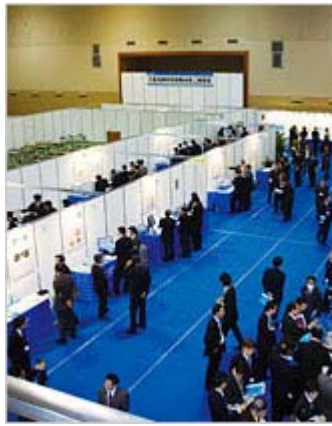
Our R&D achievements open house, which has been held every year since fiscal 1994, has garnered a particularly strong reputation for providing the opportunity to learn about our technologies and growth potential. In addition, we work to incorporate the opinions of shareholders and investors, and the results of dialogue with them into our management plans and practices.

We have also enhanced various tools for investor relations and in fiscal 2009 were a recipient, for the second consecutive year, of the "Outstanding Performance Award 2008 for Internet Investor Relations in 2009," issued by the Daiwa Investor Relations Co, Ltd., as well as the "Most Outstanding Corporate Website Award 2008" issued by Nikko Investor Relations Co., Ltd.

For further information, please access our Investor Relations website.



Presentations on corporate strategy



R&D achievements open house



Social Responsibility

To Employees



▶ Workforce Diversity and Equal Opportunity

As a global corporation, Mitsubishi Electric seeks to hire a diverse workforce with respect for human rights in mind and without regard for gender, age, nationality or race.

[More](#)

▶ Creating a Fulfilling Workplace

Mitsubishi Electric aims to develop a corporate culture in which employees recognize organizational targets as well as their own roles, work to increase their own value, and take on the responsibilities associated with challenging goals.

[More](#)

▶ Maintaining a Favorable Working Environment

Mitsubishi Electric endeavors to develop workplace conditions that allow employees to both excel in their careers and meet the duties of raising families.

[More](#)

▶ Respecting Human Rights

The Mitsubishi Electric Group understands that its business operations are interrelated with a wide range of peoples and societies throughout the world, and implements and enforces a code of conduct that fosters respect for human rights.

[More](#)

▶ Supporting Career Development

Mitsubishi Electric provides a human resources development system that supports the careers of employees, a self-development support program and transfer opportunities for willing employees.

[More](#)

▶ Ensuring Occupational Safety & Health

Mitsubishi Electric promotes the management of occupational safety and health, measures to prevent lifestyle-related diseases, the support of mental health care and initiatives to achieve and maintain workplace environment standards.

[More](#)

To Employees

Workforce Diversity and Equal Opportunity

Basic Employment Policy

Hiring a diverse array of people with respect for human rights and without regard for gender, age, nationality or race is essential to the ongoing business development of a multinational corporation.

Based on this thinking, Mitsubishi Electric not only complies with the Labor Standards Law and the Equal Employment Opportunity Law, it provides equal treatment to all employees regardless of nationality, creed or social status, uses the same pay scale for men and women, and determines working conditions with equal standing given to employers and workers. These employment policies also apply to Group companies.

Aggressive Hiring and Transmission of Technology, Knowledge and Know-how

To address the mass retirement problem of baby boomers in Japan, we are aggressively hiring both recent graduates and mid-career professionals. New employees numbered 1,385 in fiscal 2009, 1,500 in fiscal 2010 and 1,400 (planned) in fiscal 2011.

In order to pass on the skills possessed by highly experienced employees to younger technicians at production sites accompanying the company's generational shift, we have developed a training program that allows the skills of accomplished employees to be acquired in one-on-one settings. Technical skills are also passed on to young technicians through various measures such as the use of "technical help desks," where employees can consult with highly experienced employees through the company's intranet.

Topics

Induction Ceremony and New Employee Training Courses

In addition to sustaining an appropriate personnel structure over the medium to long term, we recognize the need to reinforce our operations in new growth areas. Mitsubishi Electric is a proactive recruiter.

In April 2009, an induction ceremony was held for 800 new office and engineering employees in Kobe, where Mitsubishi Electric was founded.

Following the ceremony, the Company held various training courses to foster optimal compliance among employees. Course themes included corporate ethics and compliance, and maintaining corporate confidentiality and protecting personal information.



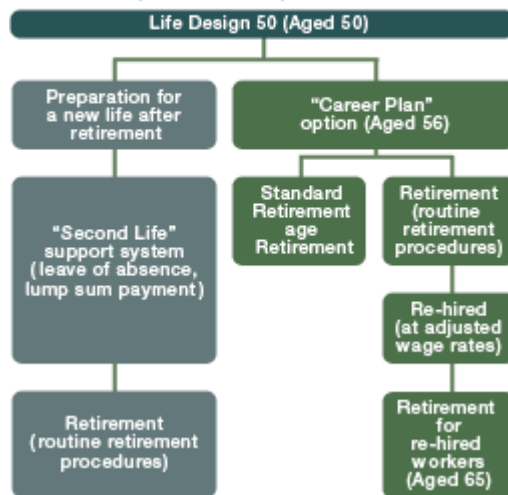
To Provide Diverse Employment Formats for Older Employees

Mitsubishi Electric instituted a multi-track personnel system in fiscal 2002, which makes diverse employment formats possible by allowing employees aged 50 and over to choose from among a variety of options. The options include financial assistance for an employee's "second life" following retirement, a "second life" support program that provides two years of paid vacation, and extending employment up to the age of 65 through a re-employment program.

We also offer an annual "lifestyle design" training session at each of our business sites to employees turning 50 and their spouses. The sessions encourage employees to take an interest in planning the rest of their lives and designing a rewarding lifestyle by providing information on pensions and retirement benefits, social insurance, taxes, hobbies, health and other topics, and facilitating group discussions. In fiscal 2009 over 450 employees participated in the session.

Multi-Track Personnel System from the Core Career Track (for unionized workers)

Employees in their fifties can choose one from various types of work style.



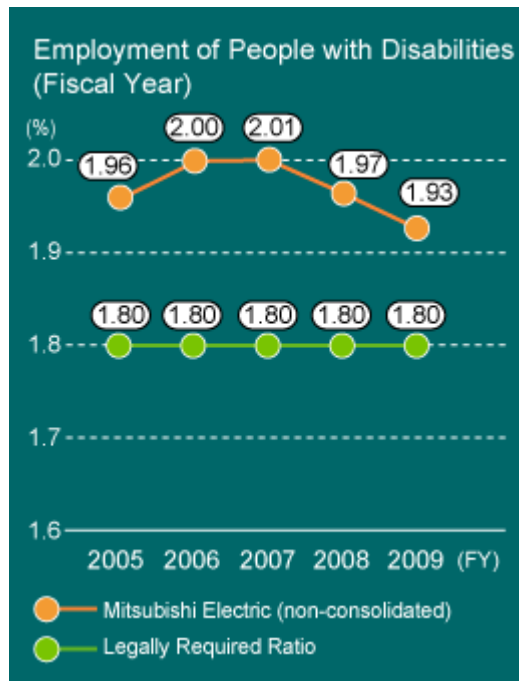
Creating Barrier-Free Workplaces and Employing People with Disabilities

Mitsubishi Electric works to promote the employment of people with disabilities and to create barrier-free workplaces at its business sites to make it easy for people with disabilities to work at the company.

Continuing the achievements of the previous fiscal year, we employed people with disabilities at a ratio of 1.93% in fiscal 2009, which substantially exceeded the legally required ratio of 1.8%.



Barrier-free elevator (Advanced Technology R&D Center)



Creating a Fulfilling Workplace

Compensation System Based on Individual Job Descriptions and Performance

Mitsubishi Electric revised its compensation system in March 2004 with a view to developing a corporate culture in which employees recognize organizational targets as well as their own roles, work to raise their own value, and take on the challenge of difficult goals.

Under the new compensation system, performance is emphasized more than it was in the past, with appropriate assessment given to employees who contribute substantially to management and participate actively in it. Bonuses are awarded for outstanding service. In order to increase understanding of employees about the operation of the new system, we fully disclose its evaluation methods and standards, conduct surveys on the functioning of the system to gauge employee opinion on it, and otherwise work to increase understanding and acceptance by employees.

In fiscal 2009, some 80% of employees participated in the survey conducted on the functioning of the new compensation system. The results are reflected for enhancement of its operation. We are committed to making the system function effectively by organically combining and harmonizing the three components of the system, evaluation/compensation, skills development and effective workforce utilization, in order to provide opportunities for employees to develop their own skills and advance their careers.

Organic Combination of Components through Management Enhancements



Dialogue with Employees on Compensation

We have established consultation desks at each business site as a means of facilitating dialogue with employees on remuneration, compensation, benefits and other related issues. There is also an avenue for contacting the head office about these issues by email or phone. Personal interviews are also held every year to provide an opportunity for individual employees to discuss compensation and other issues with their immediate superiors.

Motivating Researchers with Bonuses for Employee Inventions

In line with provisions in the Patent Law, patent rights on inventions created by employees during the course of their work accrue to the Company. In compensation, however, we pay patent filing and registration bonuses to employees. Furthermore, employees receive utilization bonuses if their inventions are used in a Company product or out-licensed to another company.

Amendments to the Japanese Patent Law in April 2005 added requirements related to formulation of these rules; namely, deliberation with employees on formulation, disclosure of the rules to employees, and listening to employee opinions on the matter. In accordance with these amendments, we revised our rules for the payment of bonuses for employee inventions in July 2005. We then held presentations on the changes at all manufacturing works and research centers, distributed CD-ROMs of the presentation to all employees who were not present, posted the presentation on the company intranet, and listened to the opinions of employees on the matter. After deliberations with the labor union, we created a final revised version of the rules that incorporated the thoughts and opinions of employees, gave presentations on this final version at all our operating sites and gained the consent of employees.

Under these revised rules for bonuses on employee inventions, we eliminated the upper limit and raised the bonus ratio for inventions licensed to other companies in order to further motivate our engineers. We also improved fairness and transparency for inventions used only in company products by disclosing the formula used to calculate bonuses for them. Moreover, we established the Invention Consultation Committee to make it possible for employees to petition the committee to review the amount of their bonus when they are not happy with it. We explained the reasons for these changes and our related policies to the departments in charge of intellectual property issues at each of our Group companies as well, and the companies have developed systems in line with Mitsubishi Electric policies.

Apart from our system of bonuses for employee inventions, we also have a program for rewarding outstanding inventions. Under this program, 30 to 40 inventions are honored each year.

To Employees

Maintaining a Favorable Working Environment

Development and Penetration of Childcare and Family-Care Programs

Mitsubishi Electric is working to develop workplace conditions that allow employees to both do their jobs and raise children by enhancing childcare programs and ensuring their utilization penetrates the company. Our childcare leave program can be extended to the month of March following the child's first birthday, or until the end of September at the longest, and our program for allowing employees to work shorter days to help them raise their children can be extended up until the child finishes third grade in elementary school. Our family-care leave program has been revised in fiscal 2009 and now allows employees with families that meet the requirements to take a leave of absence for as long as two years, an extension from the previous one-year limit. It also allows employees to work shorter days for up to three years to help them take care of their families. In addition, when the employee is the spouse of an expectant mother, the spouse may take up to five days of special paid leave. There is also a program to provide the spouse with special paid leave to use in certain circumstances such as participation in a child's school event.



We support childcare Certified in 2007
Next Generation Certification Seal

In accordance with the Law for Measures to Support the Development of the Next Generation, we formulated an action plan in fiscal 2006 that calls for developing a system for actively providing and disseminating programs and information related to childcare leave and returning to work following that leave. In April 2007 we were approved by the Japanese government as a corporation that supports the development of the next generation, due to achievements under government standards.

Under the second action plan, which commenced in April 2007, we promoted initiatives to increase awareness of and support for related systems among managers and new personnel who are not affected directly by these programs.

To raise employee awareness, we provide synopses of the various systems that are in place to support people who are working while raising children. We also operate a portal site that features a range of information designed to assist employees, such as interviews with working mothers. Going forward, we will enhance the content of discussions between employees returning from childcare leave and their superiors in order to facilitate this process. Along with enhancing our programs, we will work to foster a workplace culture in which employees can take on both childcare and their jobs, and in which women employees are able to enhance their personal lives while advancing their careers.

To Employees

Respecting Human Rights

Education and Awareness of Human Rights

The Mitsubishi Electric Group recognizes that its business operations are interrelated with a wide range of peoples and societies, and our code of conduct maintains respect for human rights.

Through measures such as training of our employees on human rights issues and promotion of the employment of people with disabilities, we work earnestly to foster respect for human rights while putting programs into practice. At the same time, we have a determination to apply measures appropriate to the proper handling of contemporary issues such as sexual harassment, power harassment, security of the private information of individuals, genetic therapy, and others emerging from recent changes in society as well as the advancement of technology.

To Employees

Supporting Career Development

Human Resources Development System Supports the Career of Employees

Mitsubishi Electric's training system consists of passing down everyday business know-how and acumen through on-the-job training. Knowledge and skills that are difficult to acquire through on-the-job training as well as career development are provided through off-the-job training on a supplementary basis. Off-the-job training consists of conferring information on ethics, legal compliance and other matters. Exceptional teachers from inside or outside the company provide expertise and skills training, or motivational education. Tests and competitions to improve skill levels are conducted, and practical training or international study opportunities at overseas sites and universities in Japan and abroad are provided. We also select outstanding employees for a managerial training program that focuses on training individuals for the core management positions that drive our businesses.

For new graduate employees, we conduct a company orientation as well as training sessions to elicit consciousness as a worker and educate them on basic knowledge, management principles, compliance, and other matters.

Self-Development Support Program

Mitsubishi Electric instituted a self-development support program in fiscal 2005 to provide support for employees who take the initiative to develop their skills.

The program provides support in the form of money and time for participants in educational programs inside and outside the company and also pays bonuses to employees that have acquired certain external certifications. The program is intended to foster a corporate culture in which each and every employee independently and actively takes on the challenge of developing their skills to reach lofty goals as a professional.

Transfer Opportunities for Willing Employees

Mitsubishi Electric instituted an intranet-based internal recruitment system in fiscal 2002 in order to optimize our human resources and provide transfer opportunities to willing employees. In fiscal 2005, we put in place a "free agent" program that publicizes the willingness of employees to be transferred.

Specifically, we launched Job-Net on our company intranet in fiscal 2002 to allow employees to consider career advancement possibilities on their own. The site posts information on recruitment and skill development training at Mitsubishi Electric and Group companies as well as companies outside the Group.

To Employees

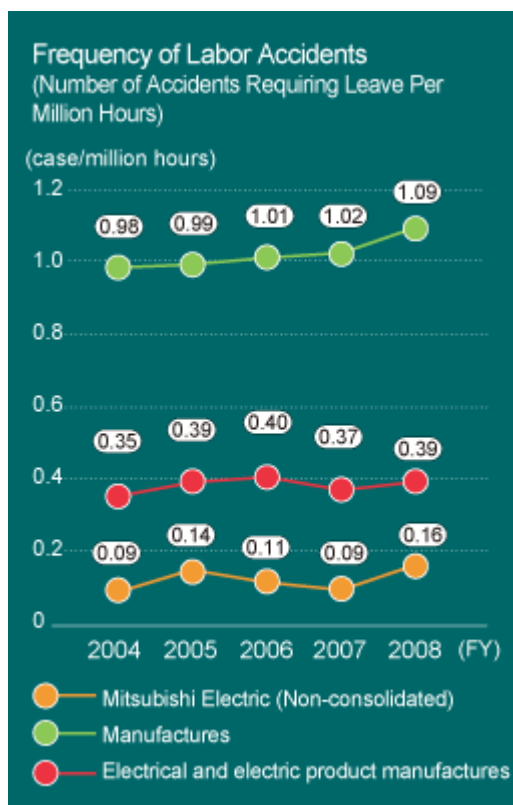
Ensuring Occupational Safety & Health

Occupational Safety and Health Management System Strives for Zero Risk

We recognize that supervising the occupational safety and health of our employees is essential to business management. Based on a spirit of respect for all human beings, we feel that, as a matter of policy, it is a corporate responsibility to establish an atmosphere that prioritizes occupational safety and health in all social and corporate environments.

From zero accidents to zero risk -- Mitsubishi Electric is dedicated to developing a new culture of safety. Based on our proprietary system for managing occupational safety and health, we are enhancing our management system and promoting a variety of initiatives that include risk assessments.

In fiscal 2009 we developed our system for managing occupational safety and health with the goals of raising the standard for safety at sites and offices and moving forward with the creation of a system that actively promotes the planning and continuation of safety management.



As a result of activities such as these, the frequency of labor accidents within different categories of business have been lowered (based on the number of accidents requiring leave per million hours).

Preventing Lifestyle-related Diseases

Since fiscal 2003 we have carried out activities under the Mitsubishi Electric Group Health Plan 21 (MHP21) for our approximately 100,000 Group employees. These activities are inspired by the slogan "Change Your Lifestyle Habits, Extend Your Healthy Years!" and involve setting company-wide improvement goals in five categories: maintaining proper body weight, creating an active lifestyle, stopping smoking, maintaining proper dental care and improving stress management skills. The degree of achievement of these goals is evaluated every three months. Individual achievements are also evaluated every three months. In addition, activities are lent vitality by yearly health surveys, campaigns throughout the year, leadership training for MHP21 promotion aimed at passing on success stories and health competitions between business divisions.

From fiscal 2009, we began taking an active part in physical examination and special health guidance activities in response to the so-called "metabolic syndrome."

Promoting Mental Health Care

Mental health is a top priority for health management at Mitsubishi Electric. The head office and each of our business sites have a counseling program in place, which works to help employees with their everyday worries related to work and family and other emotional issues. Each business site also holds lectures on mental health, autogenic training (how to prevent stress from building up), and other related topics.

We began carrying out a company plan for maintaining mental health from April 2007. Based on the creation of a mental health care promotion system at each business site, the plan involves practicing of four measures: self-care, care by staff in the business units, care by nursing staff and other staff on the business site and care using resources outside the business site. In fiscal 2008 we further enhanced our employee assistance programs. Enhancement measures include counseling face-to-face or by e-mail in addition to counseling over the phone, as well as revision of annual surveys to attain more detailed results on employees' stress levels. We will also carry out care initiatives with a priority on overseas workers by assigning designated counselors.

* EAP (employee assistance program): An employee assistance program is a system by which a company provides support for its employees, their mental health in particular.

Workplace Environment Standards that Exceed Legal Requirements

We recognize that people spend a large part of their lives at their place of employment, so we make people-friendly enhancements to the workplace environment and promote the creation of pleasant spaces that give consideration to people with disabilities and older workers.

We have established our own workplace environment standards for air, lighting, noise and facilities that exceed legal requirements. We are also working to attain information on whether the standards are achieved as we seek to achieve and maintain the standards. The standards include a section on regular workplaces that is targeted at business offices and a section on special workplace environments targeted at sites that handle hazardous substances and the like.

Social Responsibility As a Corporate Citizen



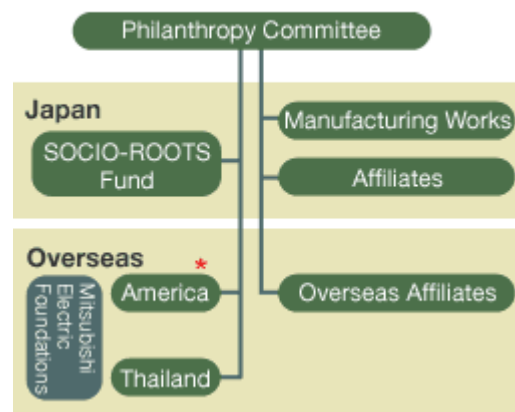
Continuing Global Philanthropic Activities

Three Key Areas of Philanthropy

Mitsubishi Electric promotes philanthropic activities with an emphasis on the three categories of social welfare, global environmental preservation and scientific technological advancement.

For more information, please refer to the pages on [philanthropic activities](#).

Philanthropy Promotion Organization



*<http://www.meaf.org/>

Employee Participation Program "Woodland Preservation Project"

Mitsubishi Electric launched the "Satoyama" Woodland Preservation Project in October 2007, in various areas throughout Japan. Under the slogan, "down-to-earth and sustainable," we are pursuing phased nature conservation activities that take into consideration the state of the natural environment in such areas as a forest in Nagoya City, Aichi Prefecture, forests owned by a cooperative in Sasayama City, Hyogo Prefecture, a prefectural park in Nakatsugawa City, Gifu Prefecture, and a Class 1 river in Shizuoka City, Shizuoka Prefecture. Through participation in the development of safe regional communities, we are seeking to deepen communication with local residents.



Head Office Area

In cooperation with Sumitomo Forestry Co., Ltd., we are helping to restore the natural woodlands of Mount Fuji. Our President & CEO, Vice Presidents and other corporate officers are also actively involved in this project.

Nagoya Region

On November 22, 2008, we held our first parent-child nature observation event in Togokusan¹, as part of our Satoyama Woodland Preservation Project. 49 members, including 15 children, participated in the program. Under the guidance of a forest instructor from a local forest preservation organization², the participants observed plants and tree leaves that have begun changing color, and learned how to make handicrafts using tree branches. The nature experience captured the strong interest of all participants, especially the children.



1: Togokusan: A roughly 5-hectare prefectural forest in the Moriyama District in Nagoya City which serves as the center of Satoyama Woodland Preservation activities based on a forest development agreement signed by Nagoya Works and Aichi Prefecture.

2: Aichi Moriyama Shizen-no-kai: A local forest preservation organization which supports Nagoya Works' Satoyama Woodland Preservation efforts by providing assistance and cooperation in planning and implementing activities.



Kobe Region

The common forest located in the Aburai District of Sasayama City, Hyogo Prefecture, is the center of our Satoyama Woodland Preservation activities in the Kobe region. To create a natural environment where children can play, members of Kobe Works' social contribution club engage in forest thinning work and nature trail construction work in a natural forest that has been left abandoned for 40 years. An average of about 20 members get together seven times a year (January, February, March, May, June,

November, December).

We have also established the "Association to Preserve the Aburai Chinju Woodlands" jointly with the local community and local government. The exposure to fresh air and "forest bathing" not possible in the city, and direct contact with the trees are proving to be precious sources of energy to all members.

Nakatsugawa Region

In the Nakatsugawa region, the Mitsubishi Electric Nakatsugawa Works Volunteer Club, otherwise known as the MV Club, plays a central role in implementing various activities. In FY2008, the club launched a tri-annual environmental volunteer program in conjunction with its Satoyama Woodland Preservation activities. With the cooperation of the local government, local organizations, and local residents, a group of about 40 participants spend about two hours cutting grass, and thinning the forest. The MV Club also hosts Outdoor Classroom parent-child environmental learning sessions and programs that teach children to play with items found in nature, to promote an awareness of the precious value of the natural environment.



Shizuoka Region

In the Shizuoka region, we have been sponsoring Abekawa River volunteer cleanup activities since 2003, in collaboration with the "River Adoption Program" implemented by the Shizuoka Bureau of Environment. The 16th event was held on October 11, 2008, in a square upstream of the Anzaibashi Bridge (western bank of the Abekawa River), with the participation of 68 members (including 13 children). The cleanup activity not only helps beautify the local environment around Shizuoka Works, but is also instrumental in

improving environmental awareness and actions among our employees. We intend to implement these activities on a continuous basis, so that even larger numbers of employees may participate.

SOCIO-ROOTS Fund

The Mitsubishi Electric SOCIO-ROOTS Fund was established in 1992 as a gift program in which the Company matches any donation made by an employee, thus doubling the goodwill of the gift. More than 1,000 employees participate in the Fund each year. As of March 2009, the Fund has attracted more than 1,300 donations and has granted approximately ¥530 million to various social welfare facilities and programs.

In addition to social welfare facilities, we have extended the scope of our donations in recent years to include social welfare activities related to environmental preservation and disaster relief. Since fiscal 2007, we have made contributions to the Children's Forest Program in Malaysia organized by OISCA*, under a framework that brings together the Fund and our corporate achievement award system.

Looking ahead, Mitsubishi Electric will continue to make steady efforts to develop activities rooted in local communities.

* An international NGO engaged in agricultural development and environmental protection activities, mainly in Asia and the Pacific region.



Presentation ceremony at the head office, October 2007



A visit to the "Children's Forest Program" site in Saba Province in Malaysia to take part in tree planting activities, April 2008.

Foundations

The Mitsubishi Electric America Foundation (MEAF) and the Mitsubishi Electric Thai Foundation (METF), both of which were founded in 1991, play a central role in implementing social welfare and science and technology promotion activities overseas.

MEAF mainly supports children and youth with disabilities in the United States. In 2000, MEAF was recognized for its support of the internship program of the American Foundation for the Blind, and Mitsubishi Electric became the first Japanese company to receive the prestigious Helen Keller Achievement Award.

METF grants scholarships to university students and sponsors elementary school lunch support programs.



The Mitsubishi Electric America Foundation sponsors an internship program in Congressional offices. Through the program, students with disabilities are able to acquire business acumen and a sense of professionalism. Some have even gone on to become Congressional employees.



Photo: President (then Senator) Barack Obama with 2008 MEAF Congressional intern.



The Mitsubishi Electric Thai Foundation launched a scholarship program in 1995 to promote science and technology development in Thailand. Every year, 45 students in three engineering universities in Thailand are selected to receive the scholarship. Recipients are students who excel in academics but are not able to receive sufficient financial resources from their family to devote themselves to their studies.



The Mitsubishi Electric Thai Foundation also engages in a program that purchases fertilizer and feedstock and works with elementary school students to grow vegetables and raise livestock, with the cooperation of employees of local Mitsubishi Electric offices. The fruits of their labor are included in lunches for elementary school students who do not have the means to buy school lunches. At the same time, the program teaches children about the importance and joys of growing and raising food.

Social Responsibility

Communicating with Society



To Collaborate and Harmonize with the Community

Building Better Relationships with the Public

In our "Corporate Ethics and Compliance Code of Conduct" document, the Mitsubishi Electric Group has identified "collaboration and harmonization with the community" as a policy. As a good citizen and good neighbor, we will contribute to the development of the community through active participation in volunteer activities and local events.

Overseas Travel Program for People with Disabilities (Japan)



Mitsubishi Electric sponsors an overseas travel program for individuals with physical or mental disabilities and their family members residing in the Inazawa District of Aichi Prefecture. This program is widely approved by local residents.

[Click here to learn more](#)

Donating Apples Harvested at Iida Factory (Japan)



Mitsubishi Electric's Nakatsugawa Works Iida Factory in Japan is the home of an apple orchard that employees harvest each year; the harvested apples are presented to social welfare facilities in Iida City.

[Click here to learn more](#)

Volunteer Flower-planting Activities (Japan)



Mitsubishi Electric participated in a project to plant some 45,000 flowering plants (moss pink) on the grounds of a local water treatment center under construction in Ota City, Gunma Prefecture.

[Click here to learn more](#)

Basketball Clinic (Japan)



Mitsubishi Electric regularly dispatches players and coaches to grade and junior high schools throughout the country to assist in basketball training clinics. This program is designed to widen the popularity of basketball as a sport throughout Japan.

[Click here to learn more](#)

Miracle League Baseball for Children with Disabilities (USA)



The Miracle League is an affiliation of baseball teams for children with disabilities aged 5 to 18. Employees of Mitsubishi Electric Power Products, Inc. (MEPPI) and the Mitsubishi Electric America Foundation provided a total donation of \$25,500. This donation, along with contributions from the Pittsburgh Pirates baseball team and others, helped the Miracle League build a playing field in Pittsburgh, Pennsylvania, which opened in May, 2009.

[Click here to learn more](#)

Sakura Tree-planting Project (USA)



In April 2009, a group of 300 Japanese and American volunteers from Mitsubishi Electric Power Products, Inc. (MEPPI) and other community groups helped plant a grove of 40 Japanese cherry trees in a park near MEPPI headquarters in Pittsburgh, Pennsylvania. MEPPI volunteers are committed to caring for the trees and adding more each year.

[Click here to learn more](#)

Supporting Local Families and Children (Germany)



Mitsubishi Electric Europe B.V. (German Branch) in Ratingen has provided funds for the renovation of the Ratingen-West Family Centre, a valuable meeting place for families and children in the area. The official reopening of the centre took place in February 2009.

[Click here to learn more](#)

Primer Palau Festival (Spain)



For several years Mitsubishi Electric Europe, B.V. (Spanish Branch) in Barcelona has been supporting promising young musicians through sponsorship of the annual Primer Palau Festival, an event that gives up-and-coming musicians a chance to demonstrate their talents at Barcelona's prestigious Palau de la Música Catalana concert hall.

[Click here to learn more](#)

Christmas Party with the Children's Cancer Foundation (Singapore)



In December 2008, Mitsubishi Electric Asia, together with local groups organized a Christmas Party in Singapore for a group of children from the Children's Cancer Foundation who are also from lower-income families. Presents were contributed by Mitsubishi Electric employees.

[Click here to learn more](#)

Support Program for Grade School Lunches (Thailand)



The Mitsubishi Electric Thai Foundation annually grants 30 grade schools recommended by the Thai Ministry of Education a sum of 10,000 baht each for use in the buying of feed and fertilizer with which to grow crops and cultivate livestock. These provisions are then used to provide nourishing lunches to schoolchildren in need. The program was begun in 1999.

[Click here to learn more](#)

Recycling Used Clothing (Taiwan)



Mitsubishi Electric Taiwan Co., Ltd. placed a recycling box for used clothes in its Taipei office during the Chinese New Year 2009 to support the Taipei Hsinye Mental Rehabilitation United Families Association (Hsinye). Employees donated used clothes to help support the independence of people with mental disabilities and benefit the environment.

[Click here to learn more](#)