



'Dreams never get old' initiative,
2011 'Grand Rider' participants

ISO 26000: Community Involvement & Development

Contributing to communities

The JT Group nurtures its relationship with local communities, providing a unique mix of programs that contribute to their development.

Helping local people with compassionate aid programs

The JT Group helps to address social needs in local communities, often in relation to the elderly and those at an economic disadvantage.

Activities aim to improve people's lives, alleviate suffering and complement the efforts of local systems providing services to the underprivileged. This often includes partnering with charities, non-governmental organizations (NGOs) and non-profit organizations (NPOs).



96-year-old Mary taking part in a Leonard Cheshire Disability performance with the London Philharmonic Orchestra



Residents at a Leonard Cheshire Disability residential home enjoying an art workshop with the Royal Academy of Arts

The JT Group's businesses are integral to the communities in which they operate: primarily as an employer, but also as a partner that helps to better the lives of local people facing social challenges.

Bringing sustenance to a city in need of help



A Rikuzentakata grower planting seedlings of 'Takata no yume'



Employees assisting the Rikuzentakata growers

In 2011, the Great East Japan Earthquake and resulting tsunami caused extensive damage to Rikuzentakata located in the Iwate prefecture of Tohoku. The JT Group, as part of its many efforts in responding to this national disaster, created an initiative focused specifically on the city and people of Rikuzentakata. The intention of the project was to support reconstruction efforts over the long-term.

The Group's Plant Innovation Center (PIC) donated a previously unreleased variety of rice, 'Iwata 13', including its ownership rights, to Rikuzentakata. The city was given this to grow, brand and sell as its own, with all future revenue going to the rice growers in the city. Masakazu Kashiwara, a researcher at PIC, helped develop this particular strain of rice. He commented: "Iwata13 has been cultivated on a trial basis for four years in the Tohoku region and is a variety of rice that is well suited for the climate of the Iwate district. The rice itself, when cooked, has a glossy appearance, with a sweet taste and sticky texture. It is also robust and resistant to lodging¹ and to disease, which is an additional benefit." As part of its contribution, PIC provided assistance in helping the city grow the rice. It also helped on an administrative level, with the application and preparation of documents like the brand certificate of authenticity and materials relating to varietal characteristics.

A competition was held to name the new brand of rice, which was finally called 'Takata no yume', which means 'Dream of Takata'. The rice was nationally launched at the Agriculture Frontier 2012 exhibition in December. In 2012, 600 kilos of 'Takata no yume' were harvested, with the city's 11 rice growers planting 10 hectares in 2013. It is hoped that this will continue to rise to tens of thousands of kilos in the coming years.

¹Lodging: The collapse of top heavy plants, particularly grain crops.



"Firstly, the rice itself is delicious. I believe it will give us the strength we all need to boost the rebuilding of the city. We, the citizens of Rikuzentakata, will nurture this dream. I would like to thank the JT Group for giving us this great opportunity. Our gratitude will be best shown when we make a success of the brand."

Futoshi Toba, Mayor, City of Rikuzentakata

Restoring forests in Japan



JT employee engaged in conservation activities

JT Forest is an initiative that was first established in 2005.

Today it includes a program of activities in nine forests throughout Japan. This involvement provides necessary support for forest developers, and engages with local communities, authorities and experts.

This includes local forestry cooperatives that have an extensive knowledge of the forests, and the woods grown, providing invaluable insights into local eco-systems.

Activities are designed to restore the forest cycle and revitalize neglected forests. As well as replanting trees, conservation measures include forest thinning, pruning and mowing, while constructing the strip roads essential

for forest conservation. Areas where the cycle is halted vary from forest to forest, as do the functions that forests play, regionally. An improvement plan is developed according to the characteristics of each individual forest, with the focus on restoration and maintenance. Ultimately, support programs are designed to reflect residents' needs and hopes for their forest.

JT also supports local communities by actively promoting the timber from the forest thinning activities. The timber had previously been underutilized as an economic resource and is now expected to contribute to the reinvigoration of these rural communities.

As part of its on-going program, JT Forest holds Forestry Program Days on two occasions each year. These events involve working on the forest itself, in preservation activities that bring together JT employees, local residents, students and government officials.

In addition to aiding conservation, the aim is to help build relationships between JT and the local community, to educate employees on environmental matters and to hand down the responsibility for the local environment to younger generations.

Picking up on the issue of litter in Japan



Hironori Sogawa, community event organizer

“As the organizer of an event that attracts thousands of people, I really appreciate the fact that the JT Group supports the event through tackling the litter. Getting people to help clean up and raise awareness of litter in the city is a meaningful activity.”

Since 2004, the Company has run a community clean-up campaign called ‘Pick Up Litter and You Will Love Your City’ in Japan. The overall objective has been to raise awareness of the problem of public littering, through trash collection activities. The initiative is carried out in collaboration with local governments, companies and volunteer groups, as well as the organizers and



participants of community events. The ‘Pick Up Litter and You Will Love Your City’ campaign has held over 1,400 events, bringing the number of participating groups and organizations to 2,950. As of March 2013, the total number of participating individuals has reached almost 1.4 million; approximately 700 tons of litter has been collected over the course of the program.

The JT Group is committed to continuing its efforts to tackle the problem of litter in communities and is looking to encourage more people to join and cooperate in this campaign in the future.

Volunteering help in Spain

In recent times the economic conditions in Spain have made it difficult for the more vulnerable members of society to maintain a healthy, dignified life. With unemployment levels up to 27% in Spain, the number of people dependent on soup kitchens, often run by charities and NGOs, has increased dramatically.

The Madrid Banco de Alimentos Foundation is a non-profit charity dedicated to improving the quality of life of people with limited resources facing poverty. Its mission is to collect and distribute food among more than 400 officially registered NGOs in the Madrid community.

In 2012, JTI Spain contributed to the work of the Foundation, helping it build a new food bank facility in the southern part of Madrid, creating a new point for the collection and distribution of food. This new bank will dramatically increase the number of soup kitchens and service centers that receive food daily.

“JTI made possible a project that was ready on paper but sitting in a drawer. The new distribution center is now a reality.”

Francisco Garcia,
Vice President, Banco de Alimentos Foundation



Employees participating in 'Operation Kilo'



On May 5 2012, JTI employees participated in 'Operation Kilo', an initiative run by the Foundation. To accomplish this, 25 employees stood at the entrance to a major supermarket in Madrid, engaging with shoppers as they exited the store, asking them to donate at least a kilo of their groceries to the Foundation. The results were outstanding, with 5,400 kilos of food collected by employees on behalf of the organization.

Two weeks later, another 10 employee volunteers visited the Foundation to assist in the process of sorting and storing the food, in order to facilitate the distribution among the soup kitchens and social service centers.

Caring for the community

Aiding senior citizens in Madrid

Amigos de los Mayores is a social foundation dedicated to improving the quality of life of senior citizens with limited resources, who face a situation of isolation.

With the help of qualified volunteers, the Foundation aims to create social situations that bring these lonely, elderly people together for cultural and entertainment excursions.

JTI Spain worked with Amigos de los Mayores to organize a guided tour for senior citizens to the Prado Museum. Employee volunteers visited the homes of the elderly to collect and accompany them to the venue.

Following the tour, guests enjoyed refreshments at the museum cafeteria and then were returned to their homes.

Supporting the 'Dreams never get old' initiative



Aging populations are a global concern. Taiwan is among the most rapidly aging societies, with elderly people accounting for 10% of the population. JTI in Taiwan is a key

partner of the Hondao Senior Citizens Welfare Foundation, whose mission is to help senior citizens make their dreams come true through the 'Dreams never get old' program. The aim is to meet the physical and psychological needs of the elderly by facilitating events that are both fun and rewarding.

In 2011 alone, more than 100 employees from the Taiwan office helped the Foundation fulfill 10 different dreams for 462 senior citizens over 75 years of age. Activities included becoming a 'soldier for a day,' creating a life journal, and participating as a 'Grand Rider' in a convoy of motorcycles.

Building a future for the under-privileged and elderly in Malaysia



JTI Malaysia partners with a number of organizations that assist those needing economic aid and help senior citizens maintain an overall quality of life.

The 'Support To The Elderly' program began in 2008 as a long-term initiative. Actions to date include providing resources for elderly people to refurbish their homes; employees in Malaysia have volunteered their time toward this endeavor.

Additionally, in the Tumpat and Pasir Putih districts in the state of Kelantan, the local office collaborated with a range of partners to build new homes for the elderly. JTI also helped rebuild a Community Center in

Cheras, Kuala Lumpur, in partnership with the Taman Cuepacs Residents Association. The Center has been operational since June 2011 and is now an important place for residents to meet and interact with their peers.

"Most of us have been in the elderly home for more than 20 years. Our old wooden house used to be flooded every time the monsoon season started. Now, with support, we have a new home equipped with proper furniture, electricity and a clean water supply."

Residents of Rumah Sejahtera Kampung Jalan Besar, Tumpat, Kelantan