Contributions to Local Communities and International Society

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The companies have begun to operate overseas and the globalization of their employees and work environment is in progress.

We will work to make a social contribution in the countries where we operate through various activities that energize local communities.

Activities in Japan

Participation of 100 Group employees as volunteers in the Chemical Experiment Show held in eastern and western Japan

Nippon Paint Holdings Group exhibits a booth at Children's Chemical Experiment Show, which is organized by the Japan Chemical Industry Association, every year. In 2018, the event was held at the Science Museum in Chiyoda-ku, Tokyo in August and at Kobe International Exhibition Hall in Kobe, Hyogo in October for two days each and four days in total. A total of approximately 100 employees from our Group participated as volunteers in the two events and gave guidance to children in an experiment to coat a metal ruler with electrodeposition paint using dry cells.





Support for the activities of an artist of African painting

Nippon Paint Co., Ltd. (NPTU), a Group company dealing in trade-use paints, supports Mr. SHOGEN, who is an artist of African painting.

He participated in Umekita Machizukuri Art 2018 Spring, which was organized in Osaka City in April 2018. Together with more than 100 family visitors, the painter drew a large picture of tens of meters in length with environmentally friendly water-based paints for interior supplied by NPTU. This picture was exhibited in a surface passage between Grand Front Osaka and Umeda Sky Building in Kita-ku, Osaka City.

Mr. SHOGEN also joined "Tunnel Art Part 13," which was organized in Suita City, Osaka in July of the same year. NPTU provided water-based paints for the event as well. The company has co-sponsored the event since 2016 and will continue to support the revitalization of the local community and the improvement of landscape in Suita City.

Organization of Happy Wall Project in Shibuya, Tokyo

ROOMBLOOM, a brand of interior paints handled by the Nippon Paint Holdings Group, participated in the Moshi Moshi Nippon Festival 2018, an inbound & outbound event held in Shibuya-ku, Tokyo in March 2018, and organized Happy Wall Project, which is a social contribution program that the brand has developed since 2014, jointly with the event organizer.

The Happy Wall Project was launched with a wish to extend our desire to "make life richer with paints" all over Japan. In the event, a picture of a circus tent was drawn with Down syndrome and autism children at a day-care center in Shibuya-ku.











Mr. SHOGEN, an artist of African painting

Activities outside Japan

[China and Hong Kong] Supply of water-based paints for initiatives to revitalize a local community

Nippon Paint (H.K.) Company Limited provided their products without charge to support the activities of "Zaapjau x Pousi," which is an initiative to energize the local community in Sham Shui Po, a downtown area in Hong Kong. While Sham Shui Po has many stores including boutiques, toy wholesalers, and electronics retailers from long ago, some of the stores had aging shutters to spoil the aesthetic appearance. In the "Zaapjau x Pousi" initiative, local artists and young volunteers painted pictures on those shutters to help revitalize the local community. Nippon Paint (H.K.) supplied environmentally friendly water-based paints for this initiative.





[Indonesia] Support for painting ceremonies to celebrate the Independence Day

In Indonesia, a gate called Gapura in the local language stands at the entrance of a residential area, and there is a custom to repaint Gapura every year to celebrate the Independence Day of the country on August 7. In Nippon Paint Indonesia, employees at 37 sites in the country work for the repainting in cooperation with the local communities. We supported the repainting of Gapura at 4,614 locations in 2017 and 7,488 locations in 2018. In 2019, we aim to do it at 10,000 locations.



[Asia] Support for young and talented would-be architects to leap forward

Nippon Paint Holdings Group organizes an annual competition of architectural design for the students studying architecture in Asia. The final trial of the 11th competition was held in Singapore in March 2019 and two students, one from India and the other from Vietnam, were selected from among approximately 8,400 applicants to win the Grand Prix. The Grand Prix winners were awarded prizes worth about 10,000 US dollars including free participation in a six-week program of the Harvard University Graduate School of Design in the United States.



(India) Repainting of the interior and exterior of primary school buildings in cooperation with an NGO

Nippon Paint India engages in volunteer activities to repaint the interior and exterior of primary school buildings in cooperation with a local NGO.

When the buildings of a primary school in Guduvanchery, Tamil Nadu in southern India were repainted, about 60 volunteers from the NGO joined the event. The company supplied approximately 50 liters of paints including environmentally friendly water-based paints. In addition, a plan to repaint the buildings of 200 schools in Chennai, the capital of the state of Tamil Nadu, is currently underway and the repainting was completed at 25 schools by 2018.

