



Social performance

An active member of the communities where it operates, Showa Shell considers social contributions an essential aspect of its activities as a company. It is committed to planning and supporting social contribution initiatives, thereby fulfilling its wide-ranging corporate social responsibilities and increasing its value as a company for years to come.



The First Showa Shell Environmental Photo Contest

— Things to Preserve and Correct Around Our Town

In 2005, Showa Shell inaugurated its Environmental Photo Contest, taking the theme "Things to Preserve and Correct Around Our Town." The contest is intended to uncover new perspectives on environmental issues through photography of easily overlooked scenes, and to communicate these new perspectives widely. By encouraging companies and individuals of the Showa Shell Group to take thoughtful action to achieve the resolution of environmental problems, the contest hopes to link the group with the larger social movement.

Showa Shell believes that it is important, when considering the environment, to view things to preserve in juxtaposition with things to correct, and this contest was designed to promote that very thing. Each contest entry consisted of one photograph of something the contestant wanted to see preserved and one photograph of a problem the contestant wanted to see corrected, as well as the contestant's comments on the two photos.

The contest was split into two categories: one for elementary, junior high, and high school students, and the other for adults.

Winning Entries

— Gold-Medal Winner in the Elementary School, Junior High School, and High School —

Fukomeibi no Ichibu ni Hiai ("a terrible landscape in a place of beauty"), by Takehito Kanetoki (high school student, Tokyo)



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• When I went camping in Ishikawa Prefecture, I saw the kind of natural beauty that cannot be found in Tokyo, and it was with an overflowing heart that I kept my finger clicking the shutter of my camera. While I photographed the scenery, I was struck by the beauty of the ocean's blue and the land's green, and at the same time I was comforted. However, right near the ocean there was a secluded area where people had been dumping trash. When I saw that, it put a damper on my high spirits, giving me something of a chill. How could people so

carelessly desecrate this place? My good mood was ruined.

I believe it needs continuing efforts to maintain the beauty of the environment, but today, even areas that look clean and pretty at first glance can have polluted, spoiled areas nearby. I think these two photographs illustrate the truth of that, which is why I selected them for my entry in this contest. Any place that people go may be spoiled, which is why it is so important that we put our utmost efforts into maintaining nature's beauty.

A total of 1,175 submissions were received, of which 651 were in the elementary, junior high, and high school student category, 438 were in the adult category, and 86 were miscellaneous entries. The entries showed the contestants' high level of concern for the environment; and though it must have been difficult to match a photo of something to preserve with one of something to correct, and then create an artistic yet effective entry, the contestants all succeeded admirably.

If the Japanese people were to begin looking at and thinking about environmental issues, and then moved on to link solving air and water pollution problems with a dramatic revolution in lifestyle, Japan could become an example to the world. Showa Shell is confident that this would contribute to the recovery of self-confidence on the part of the Japanese people.

The Environmental Photo Contest is just a tiny seedling, but the company has hopes that it will grow and spread to many other companies, local governments, and communities.

— Adult Category, Brother Industries Prize —

Densen Denchu no Nai Machi ("a town with no utility lines or poles"), by Naoto Fukuda, (Shiga Prefecture)



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— Gold-Medal Winner in the Adult Category —

Haru no Suiro ("water channel in spring"), by Toshimi Akita (Osaka)



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• Water is vital to humanity and to the planet's environment. We who live in Japan, surrounded by the ocean and blessed with large amounts of precipitation, beautiful lakes, and rivers, can never forget water's benefits. There are many

rivers in Osaka, where I live, and a "Keep our rivers beautiful" movement is gaining steam. I think we need to work to increase the number of beautiful waterscapes that can coexist with our advancing cities.

• All across the country, Japan is moving utility lines underground. Getting rid of the poles will beautify the cities and allow widening of pedestrian walkways, making walking safer and easier. When the Great Hanshin Earthquake hit, utility poles were knocked down, blocking both escape for victims and access for emergency vehicles. Putting utility poles underground is an important disaster-prevention and safety measure. Unfortunately, many historical towns have left their utility poles standing, and the poles are far too close to people's homes.

In addition to improving safety, moving utility poles underground makes the sky look bigger and the towns more beautiful. I hope this trend continues.

Eco-Tour to Freiburg, Germany

The gold-medal winners in both the elementary, junior high, and high school student category and the adult category were invited on an eco-tour to Freiburg, Germany. Below we will pass along some of their impressions.

Freiburg is in the state of Baden-Württemberg in southwest Germany, at the gateway to the Schwarzwald, the "Black Forest." Freiburg is known even in Japan as an environmental powerhouse. It was named Germany's "environmental capital" in a 1992 contest conducted by the German environmental NGO Deutsche Umwelthilfe (German Environmental Aid).



Learning Ecology in Germany

Takehito Kanetoki

gold-medal winner in the elementary, junior high, and high school student category

This trip gave me an opportunity to see for the first time the difference between Japan and a different country. It seems to me that Germany's environmental programs are more advanced. As I rode the train toward Frankfurt Station, I was surprised at the utilization of the land. Lush green forests came right up to the tracks. Trees were left uncut as far as possible, and only harvested as needed.



More surprises lay in store when we visited German homes. In Japan, there are some roofs that sport solar panels, but almost every roof in Freiburg's residential areas has them. In addition, many flat roofs were covered with potting soil and greenery, preventing the kind of heat islands we have in Japan. Germany seems to understand that concern for the environment is also beneficial to people.

I also saw wind power stations, but on a scale not found in Japan. I learned that there are windmills in Germany that can generate enough power for more than 8,000 people for a year. This trip to Freiburg was painful in that it taught me that Japan is lukewarm on environmental issues compared to Germany. Of course, Japan is faced with the problem that most of its land is mountainous, which means that it is hard for Japan to follow Germany's example, whether in land use, housing, or power generation. Even so, we must do what we can.

Japan Must Have the Wisdom to Live in Harmony with the Environment

Toshimi Akita

gold-medal winner in the adult category

I have never been intensely interested in environmental issues; although, like many people, I did feel that some things needed to be corrected. However, on this tour, I was able to see, in more concrete terms, what Japan needs to do.



Using the roof of the Freiburg soccer stadium to generate solar photovoltaics.

Rather than rely on nuclear power, which leaves problems for future generations, Freiburg is moving forward with the construction of a wind power station and also an electric power plant that will be fueled by the methane emitted by waste landfill sites. A growing number of residential structures are being built with solar panels installed that generate more solar energy than the residence can in fact use. In addition, the roof of the soccer stadium built for the world cup games this June was used as an electric power plant, with sponsors for each panel. Other environmental measures were also taken in the construction of the stadium.

There are restrictions on private cars in the city, but public transportation works very effectively. The scarcity of private cars makes it what we call in Japan a "pedestrian's heaven."

Long before the Japanese people knew the word "environment," they had the knowledge to live skillfully together with nature, but in recent years I think this has been disappearing from Japan. We need to rethink this, because it is a question of our own quality of life.

The Second Showa Shell Environmental Photo Contest

For the fiscal 2006 contest, everyone over ten years of age is invited to enter, and entries are welcome from a broad range of ages. Many comments were received from schools and photography clubs indicating that they wished to participate, so it is expected that the contest will also contribute to the environmental education of children.

For more information on competition rules, exhibitions, and our privacy policy, please contact:

Showa Shell Environmental Photo Contest Administrative Offices

Tel: 81-3-5225-3797 (10:00 am to 5:00 pm, except Saturdays, Sundays, and holidays)

