

## Cooperation Among Industry, Government, and Academia

### Business Collaboration with the Public Sector

Showa Shell works together with the public sector. The company receives funding from the Japan Petroleum Energy Center (JPEC) and the New Energy and Industrial Technology Development Corporation (NEDO) for investment into energy-saving efforts at group refineries and research and development.



#### Main Subsidized Projects

- Ariake Hydrogen Station (METI/Tokyo Metropolitan Government)
- Hydrogen Producing System Research and Development Project (JPEC)
- Fuel Cell Demonstration Test subsidy program of Mie Prefecture

- CIS-based Thin Film Solar Cell (NEDO)
- GTL Diesel Engine Development (NEDO)
- E3 Fuel Demonstration Test (JPEC)

### Internships

Showa Shell has sponsored an internship program from 2001 for the following purposes:

- To enable students to feel the excitement of working in the petroleum industry and Showa Shell through actual work experience.
- To develop ways of looking at and thinking about things through actual work experience and to develop a future plan and decide what to study in university.
- To encourage students to use their original ideas in work and provide opportunities to further enliven the company and revitalize employees' awareness.

#### Interns Accepted

	Total
2002	20
2003	21
2004	19
2005	23



### Cool Biz Fashion Show at the 2005 World Exposition

On June 5, World Environment Day, on the grounds of the 2005 World Exposition in Aichi, Japan, the Ministry of the Environment of Japan sponsored the Cool Biz Collection fashion show to promote the Cool Biz wardrobe. Leaders and younger employees from companies participating in the citizens' global warming prevention movement "Team Minus 6%" were used as fashion models. Four Showa Shell employees participated, including Chairman Haruyuki Niimi.

It is expected that Cool Biz will establish a new summer style among businessmen. Showa Shell established

a "casual day" back in 1998 and had introduced a no-necktie dress code for summer only.



### University Lecture Series

JPEC is committed to fostering workers who will be successful in the industrial, academic, and government worlds as well as promoting understanding of the energy industry, particularly the petroleum industry, among students. As such, it sponsors a series of lectures at various universities and graduate schools. Showa Shell participates

in these activities by offering lectures at universities and graduate schools. In 2005, a university lecture series was held at the University of Tokyo, Kyoto University, and Waseda University. Staff from Showa Shell's Central Research Laboratory were instructors at the University of Tokyo and Waseda University.