Based on its corporate philosophy, “Otsuka-people creating new products for better health worldwide,” the Otsuka Group is deeply committed to the natural environment and the local communities it operates in. Its social and cultural activities are part of its mission to contribute to the health and well-being of people worldwide.

Otsuka Museum of Art:
Collection of Ceramic Board
Masterpieces Unparalleled in the World

The Otsuka Museum of Art was established in 1998 to commemorate the 75th anniversary of the founding of the Otsuka Group. It was located in Tokushima Prefecture out of the desire to give back to the people of this region. The museum features more than 1,000 replicas of masterpieces of Western art, from ancient murals to modern paintings. The replicas have been produced as ceramic boards and are faithful reproductions of the originals, allowing visitors to experience artworks housed in the museums of 25 different countries without leaving Japan.

The museum has been recognized for its efforts to convey art history through the use of creative exhibits. This includes displaying ceramic replicas of conceptualized restorations of a set of six high altar panels by El Greco. It is a rare opportunity to appreciate the altarpieces in the same location, as the originals were later dispersed in the Napoleonic wars. The museum also displays the Last Supper by Leonardo da Vinci, in versions before and after it was restored. The museum has drawn a great deal of attention for creating a long-lasting record of these great cultural assets, as the ceramic boards will maintain their colors and appearance indefinitely, while the original artworks inevitably fade and deteriorate.

As part its community-focused efforts, the museum holds workshops and events that enable local people to enjoy art in their daily lives. By giving children exposure to masterpieces at an early age, the museum hopes to create opportunities to foster interest in fine art, culture, and the wider world. The aim is to create a museum that can provide a deeper and more enjoyable art experience.

The Sistine Hall is the museum’s full-size interior reproduction of the Vatican’s Sistine Chapel. Every year since 2009, this hall has been the venue for an original Kabuki production. Based on the concept of Japanese-Western collaboration the Kabuki drama is adapted to incorporate elements of European performance art. The combination of Michelangelo’s masterpieces and traditional Japanese kabuki also becomes a topic of interest every time it is held.

The Otsuka Museum of Art will continue to contribute to the local community by promoting the popularization of art and culture. This effort is based on a spirit of creativity, which is one of the philosophies of the Otsuka Group.
Healthcare Support Activities: 
Otsuka Welfare Clinic

In 2003, the Otsuka Group established the Otsuka Welfare Clinic in Peshawar, Pakistan, to provide medical treatment to Afghan refugees. Treatment is provided free of charge to those that need it. In December 2013, on the 10th anniversary of the clinic’s establishment, a local commemoration ceremony was held. Since the terrorist attacks on September 11, 2001 in the United States, and the subsequent operation in Afghanistan, 1.8 million Afghan refugees have poured into Pakistan. However, many of them were unable to get satisfactory medical treatment. With a strong desire to contribute to the health of local people as a healthcare company in Asian and Arab countries, the Otsuka Group decided to provide free medical treatment to refugees who need it. The Otsuka Welfare Clinic was jointly set up by Otsuka Pharmaceutical and the 23 Group companies that operate in Asian and Arab countries. With the ongoing fighting in the region, approximately 150 people visit the clinic each day, and the total number has risen to more than 700,000 people over 10 years.

During heavy floods in 2010, the clinic mobilized to set up a temporary relief center in a nearby area that was severely impacted. By providing not just treatment but also medicines free of charge, the activities of the Otsuka Welfare Clinic have won high regard. In 2011, Otsuka received a letter of appreciation from the Ambassador of Japan to Pakistan, and in 2014, Otsuka accepted a Foreign Minister’s Commendation in Japan for the clinic’s many years of service. The Otsuka Group will continue to provide support activities rooted in local communities in order to contribute to the health of people around the world.

Eco-Friendly Plants: 
Living in Harmony with Nature

Otsuka Pharmaceutical’s Tokushima Itano Factory was designed to be an eco-friendly and community-friendly plant, with greenery covering some 70% of the grounds. The site features a biotope that offers a natural environment for diverse wildlife and also encompasses a section of untouched forest with evergreen oak trees and other vegetation that is home to different species of birds depending on the time of year.

The biotope pond is fed with purified wastewater from the plant’s cooling system. Once a natural aquatic environment was created in which a wide variety of organisms could live, the factory and Tokushima Prefecture stocked the pond with golden venus chub, an endangered freshwater species of cyprinid fish. After the fish grow and breed in the pond, they are re-introduced to native habitats. In recognition of these nature conservation activities, in 2010, Otsuka Pharmaceutical was chosen as one of the top 100 green companies for biodiversity conservation by the Organization for Landscape and Urban Green Infrastructure. Otsuka Pharmaceutical also received a fiscal 2011 Minister of the Environment Award for efforts to establish a sound material-cycle society.

With a park-like setting that combines nature and human activities in a lush hilly area, the Tokushima Wajiki Factory of Otsuka Pharmaceutical carries out eco-friendly production. It also actively participates in local nature conservation activities, and is involved in the Acorn Project of the Tokushima Prefecture Government South District Administration Bureau. The project raises seedlings of acorn-bearing trees that are native to the region. Once the seedlings are large enough, they are distributed to local communities and also planted on the factory grounds.

Located in a scenic spot overlooking Kugui Bay in the city of Bizen, the Okayama Factory of Taiho Pharmaceutical uses eco-friendly wastewater treatment methods to purify cooling and cleaning water generated from manufacturing. This enables the plant to discharge the treated water into the sea in a condition closer to its natural state. In the biotope on the factory grounds, there is a variety of features such as a babbling brook, a deep pool, and sandbars, creating an environment in which fish and small animals can thrive. They look for food along the water’s edge, and the habitat also attracts insects and birds.

The treated wastewater that flows through this biotope is eventually released into the sea and has the same qualities as natural stream water, rich in organic material. This helps to increase the plants and animals in the tidal flats of Kugui Bay. The biotope is thus contributing to regional biodiversity conservation. The Okayama Factory has been recognized for its efforts with the Fiscal 2013 Bizen General Service Bureau Director’s Award for Regional Environmental Protection. The factory was also selected as a Fiscal 2014 Okayama Prefecture Eco Tour Learning Facility.
Otsuka Health Comic Library

Since 1989, the Otsuka Group has been producing the Otsuka Health Comic Library, a collection of comic books that help promote the health of children, the next generation. To date, 24 titles have been published, including a special edition, and every year collections are donated to elementary and special needs schools across Japan. In addition to being read by children individually, the comics are used as teaching materials for self-directed learning and school health committee activities.

To further increase interest, starting in fiscal 2013, students are being encouraged to submit ideas for health-related topics to be covered in future titles, in the form of illustrations or cartoons. The submissions are then used by the publication’s cartoonists to make collaborative comic books. The effort has created good opportunities to think about health, not just for the children whose submissions are utilized, but for their friends, guardians, and teachers. The Otsuka Group intends to continue expanding this initiative that allows children to enjoy learning while reading comics.

Eco-Friendly Products

The Otsuka Group is working to make eco-friendly products.

In 2007, Otsuka Pharmaceutical adopted Japan’s first positive-pressure aseptic filling technology for its 500 ml plastic bottles of POCARI SWEAT. This resulted in the lightest weight for this product type in Japan. By making bottle preforms in-house from PET plastic raw material, the bottle cleaning and sterilization process has been eliminated. Thinner bottle labels were then created as part of efforts to further reduce energy and transportation fuel costs. Lighter plastic bottles were also realized for Otsuka Foods’ carbonated vitamin drink, MATCH. Lightweight glass bottles are being introduced in stages, starting with Tiovita Drink from Taiho Pharmaceutical, through the use of technology to strengthen the bottles.

Otsuka Pharmaceutical’s French subsidiary, Nutrition & Santé SAS, established its N&S Eco-Design Charter (Eco Charter) to ensure thorough environmental considerations for all its products. The company is undertaking environmentally friendly design throughout the entire process from new product development to procurement of raw materials, manufacturing, packaging material and shape design, and transport.

To help reduce hospital waste from medical supplies, Otsuka Pharmaceutical Factory has developed ELNEOPA No. 1 and No. 2 injection solutions as the world’s first quad-bag TPN solution kits formulated with glucose, electrolytes, amino acids, vitamins, and trace elements. Compared to conventional TPN solution products that require the mixing of separate formulations, the new products help reduce waste such as containers and needles. In addition, Otsuka Pharmaceutical has developed Meptin Swinghaler 10μg (100 puffs), a bronchodilator inhaler product that is more compact and does not contain any propellant, which is harmful to the environment. This has reduced the amount of waste while also being more convenient for patients.

The Otsuka Group will continue striving for environmental protection by developing products with less environmental impact and greater convenience for users.
Coexisting with Communities in Indonesia
Growth of the Satu Hati (One Heart) Project

With the aim of forging ties with local communities and contributing to the development of Indonesia, P.T. Amerta Indah Otsuka is actively engaged in activities to educate the children who will be the leaders of tomorrow.

Satu Hati (One Heart) began as a charity concert in 2007. The proceeds from the event and donations have been used to support the education of children through activities such as library building and book donation. So far the project has built 25 libraries and donated more than 110,000 books.

In 2013, the theme of “One Heart for Environment” was added, and tree planting was carried out with the aim of regional revitalization and watershed protection in mountains near the company’s plant. A soccer field, mosque, and local learning center were set up on the factory grounds, and they are open to local residents and children. The learning center features a Satu Hati School that is held once a week, where employees take turns providing after-school tutoring in grammar, math, and English.

Day Care Centers Support Employees and Local Communities

The Otsuka Group operates on-site day care centers to ensure the future of its creative corporate culture. The centers also contribute to the development of local communities by supporting the diverse lifestyles of employees, and helping them to advance their careers while raising children.

In 2011, BeanStalk Kids Center Tokushima was opened in the prefecture where the Otsuka Group originated, followed by a location in Osaka in 2014. The Sukusuku Nursery was opened at the Tsukuba Research Center in 2013. The premises of these centers and nursery are “nature-like” environments that stimulate the five senses. This helps to foster healthy children with rich emotional development.

At the BeanStalk Kids Center Tokushima, the curriculum incorporates the corporate philosophy of the Otsuka Group, which places importance on creativity. The goal is to provide childcare that fosters the talent, individuality, and creativity of children. With a desire to also support the local economy of Tokushima, materials from the prefecture were used to construct the center, and the work was entrusted to local companies. These efforts have helped strengthen ties with the local community.

Providing support to employees who are trying to balance childcare and work responsibilities helps them to be happier and achieve greater self-actualization. It also improves productivity and leads to a more dynamic company through the maintenance of a workforce with greater diversity. In addition to the creation of day care centers, the Otsuka Group has a full range of programs to support employees including flexible working hours, paid caregiver leave, and telecommuting. The Group will continue to create supportive workplace environments to give employees peace of mind and help them to improve work-life balance.