

Social Initiatives

4 Contributions to Communities

The Kobe Steel Group contributes to society through sports. The Group's business locations help local communities through various activities, including supporting the next generation of athletes, community interaction, regional development, and environmental efforts.

Contributions to Society through Sports

A typical example of CSR at the Kobe Steel Group is its contributions to society through sports. We continue to take an independent approach to activities that make communities more vibrant through sports, such as assisting high school rugby clubs, which is a major force behind Japan's rugby teams, interacting with communities and society through the Kobe Steel Rugby Club, the Kobelco Steelers, and supporting other sports activities.



KOBELCO Cup 2018 group photo

KOBELCO Cup for Men's and Women's Rugby Clubs at High Schools

The Kobe Steel Group offers special support for the KOBELCO Cup (the all-Japan high school division men's rugby football tournament and all-Japan high school division women's rugby football tournament), which aims to increase the popularity of rugby and raise the next generation of athletes. In 2018, the KOBELCO Cup was held for the 14th time. The first one was held in 2005 in Yubari, Hokkaido, in connection with the 100th anniversary of the founding of Kobe Steel. Since 2008, it has been held every summer at Sugadaira Kogen near the city of Ueda in Nagano Prefecture.

The KOBELCO Cup consists of the women's club, the U17 Club of handpicked players aged 17 and under from nine blocks across the nation (Hokkaido, Tohoku, Kanto, Hokushinetsu, Tokai, Kinki, Chugoku, Shikoku, and Kyushu), and the U18 Club of high school students who did not make it to the all-Japan high school division rugby football tournament as members of individual teams. The teams play in qualifiers and finals, vying for first place. Some alumni from the Kobe Steel Rugby Club also provide instruction with the aim of boosting the skills and knowledge of these high school rugby players.

Support for Men's and Women's High School Rugby

The Kobe Steel Group is a special sponsor for the Hanazono National High School Rugby Tournament. In fiscal 2017, the 97th tournament was held with teams from 51 high schools competing in prefectural qualifiers for the crown.

The U18 Hanazono Women's 15-Player Tournament was held after the opening ceremony on December 27, 2017, to strengthen and promote 15-player women's rugby. Moreover, an East vs. West match was held with 44 female students selected from high schools across the country.

The U18 All-Star Team East Vs. West Match (known as "The Other Hanazono") was held before the finals on January 8, 2018 for high school rugby players who did not make it to Hanazono due to insufficient players. The 49 players selected from eastern and western regions of Japan faced off in a heated match.



U18 Hanazono Women's 15-Player Tournament match

Donating to the Japan Spinal Cord Foundation

On September 22, 2017, the Kobe Steel Rugby Club donated ¥246,759 to the Japan Spinal Cord Foundation (an NPO). These funds came from fundraising activities held at match venues in the 2016 season and a portion of the proceeds from the KOBELCO Rugby Festival 2017, which was held on July 9, 2017.



The Kobe Steel Rugby Club has been donating to the Foundation for 15 years, as spinal cord damage is an injury to which rugby players are particularly susceptible, and plans to continue carrying out fundraising activities to this end.

Tag Rugby Workshops Held

The Kobe Steel Rugby Club aims to introduce the joy of rugby by offering opportunities for children to become more familiar with the sport in local communities. As a part of these activities, the Kobe Steel Rugby Club has coordinated with the Kobe City Board of Education since fiscal 2015 to conduct tag rugby classes for elementary school children in Kobe. In fiscal 2017, visits were made to 21 schools, and around 1,200 students enjoyed playing tag rugby.



KOBELCO Community Contribution Fund

As part of its activities to support children, Kobe Steel established the KOBELCO Community Contribution Fund in fiscal 2006 on the occasion of its 100th anniversary.

Support for Childrearing

Kobe Works (Kobe, Hyogo Prefecture)

This all began with a parent volunteer wanting to give children opportunities to be exposed to books and to read them. Once a month, Kobe Works provides a space for parents and their children, from infants to toddlers who do not attend school yet, to participate in indoor and outdoor book reading and listening events.



Chofu Works

(Shimonoseki, Yamaguchi Prefecture)

For children whose parents are not home during the day, we donated children's books to centers that provide after-school care and play areas for children at empty school classrooms. Adventure books, picture books, and puzzles are quite popular, helping children gain creativity and knowledge.



Daian Works (Inabe, Mie Prefecture)

To help parents raise their children in the city, Daian Works donated indoor toys for infants and toddlers and disaster prevention hoods to five facilities located in Inabe, where parents can seek advice and their preschool children can play safely.



Daycare Centers

Kobelco Engineered Construction Materials Co., Ltd. (Amagasaki, Hyogo Prefecture)

The KAPLA wooden construction sets we donated are safe and pleasant to the touch. They are much loved by children. Children work on ideas to build things together and mix the blocks up with other toys for inventive play.



Elementary and Junior High Schools

Moka Plant (Moka, Tochigi Prefecture)

We promote ICT Classrooms in Moka with the aim of improving the communication and presentation skills of children. The projectors we donated are being used in science research and to improve classroom instruction.



Libraries

Japan Superconductor Technology, Inc. (Kitakyushu, Fukuoka Prefecture)

In light of the current trend of children losing interest in science, we donated science-related books to libraries again in fiscal 2017. Picture books are popular among elementary school students because they are easier to read with lots of pictures and diagrams. Junior high and high school students like to read self-guided research books.

