

# A Duty to be Fulfilled for Development of Sustainable Society

We are developing CSR activities based on the three key concepts of “environment,” “welfare,” and “culture” in order to achieve the goals of “mutual prosperity with the regional community,” “mutual prosperity with all employees,” and “harmonious coexistence with the environment” put forth in the CSR Charter (Management Principles), which has as its starting point the Bank’s motto, “Be tough on ourselves, be kind to others and to serve society.”

## Certified Again as “Eco-First Enterprise”

In June 2014, the Bank was again certified as “Eco-First Enterprise,” the certification given by the Ministry of the Environment to the companies vigorously addressing the environmental issues in each industry. The Bank has been implementing “environmental finance” which promotes environmental preservation from a financial viewpoint, including the provision of financial products and services on the basis of “environmental management,” which incorporates the environment in management. These efforts were valued and the Bank received the certification for the first time in 2008.



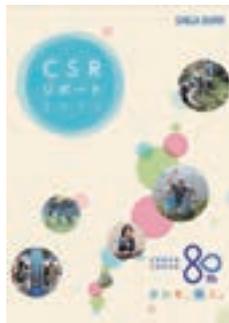
## Awarded Grand Prize at 15th Green Purchasing Awards

The Bank’s initiatives to extensively and continuously reduce environmental impact were recognized and awarded a Grand Prize in December 2013. (Sponsor: the Green Purchasing Network)



## Double Commendation at 17th Environmental Communication Awards Environmental Communication Grand Prize in Environmental Report Division, Prize for Excellence in Environmental Television Commercial

In March 2014, the Bank’s CSR Report 2013: Walking (together) with You and our television commercial showing “Release of Nigorobuna and Wataka fingerlings” received high acclaim for being outstanding environmental communication, and we received double commendation with honour. (Sponsors: the Ministry of the Environment and Global Environmental Forum)



## 80th Anniversary Celebration Project

### Ikimonogatari Project

The Bank has developed diverse CSR activities in the past based on its CSR Shigagin brand strategy. We integrated these activities into the *Ikimonogatari* Project, a Shiga Bank 80th Anniversary Celebration Project, and conducted activities with sustainability, potential for development and a strong narrative through to the end of March 2014.

- Shigagin Welfare Fund awards ceremony
- Volunteers for fishing to eradicate exotic fish species
- School biotope awards ceremony
- Plastic bottle cap recycling activities
- Used stamp collection activities
- Presentation of ¥1.7 million to project to release Nigorobuna and Wataka fingerlings
- Forest building activities
- UNICEF foreign coin presentation ceremony
- Exhibiting in the Biwako Environmental Business Exhibition 2013 (Biwako Business Messe)
- Susuki grass cutting at Ibuki
- Planting reed seedlings
- Cutting reeds
- Nigorobuna and Wataka fingerling release ceremony
- Project to run Biwa trout upstream



Forest building activities



UNICEF foreign coin presentation ceremony



Planting reed seedlings



Project to run Biwa trout upstream