



## Feature Article 3

**Social Contribution: Participation in an Education Support Initiative**

# Former Nippon Paint employees give lectures to encourage children's interest in science

An education support initiative in which businesspeople serve as special teachers at schools is being promoted by Japan's Ministry of Economy, Trade and Industry (METI) and the Ministry of Education, Culture, Sports, Science and Technology (MEXT). As part of this initiative, a project to foster interest in science among children is now underway, hosted by the Osaka Chamber of Commerce and Industry.

Nippon Paint is a regular participant in this project, sending former engineers and researchers to give unique lectures based on their own experience at work.

### Applying a chemicals/paint manufacturer's technological expertise to education

Recently, more and more children are moving away from the sciences, which is a growing concern in Japan. As part of the education support initiative jointly promoted by METI and MEXT, the Osaka Chamber of Commerce and Industry, in cooperation with the Osaka City Board of Education, is implementing the "Science Favorite" project. The project is designed to stimulate an aptitude for science among children so that they will become tomorrow's leaders of industry. By sending current or former employees of local companies to schools as special lecturers, the project intends to provide more practical science classes

by linking classroom science with real-world science applications.

In agreement with this objective, Nippon Paint participates in this project with the aim of contributing to society. By sharing the technological expertise that we have developed as a chemicals/paint manufacturer, we hope to enrich the education that is available for today's students. We encourage former employees to contribute by serving as lecturers in elementary schools.

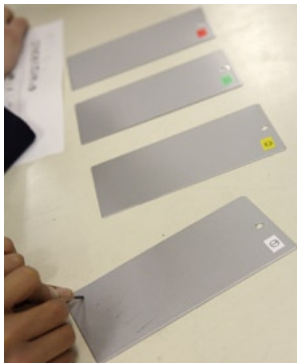
Launched in fiscal 2007, the "Science Favorite" project sent lecturers from the business community to 67 elementary schools in fiscal 2008 (137 schools in total\*) giving science lectures to 9,278 pupils. From Nippon Paint, five former employees taught 27 classes in 11 schools (12 in total\*) in 2007, and 33 classes in 12 schools (13 in total\*) in 2008.

\* When more than one person gave a lecture at the same school, it is counted as two or more.

### Teaching how classroom learning is applied in the real world

With this project, lecturers develop their own instruction based on the contents of curricula for fifth and sixth graders. For example, Mr. Koji Izumo, a former employee of Nippon Paint, gave a lecture at Osaka City's Minami Elementary School in March 2009 based on the theme of "weights in motion" that fifth-graders learn in science class.

By dropping weights of different sizes onto clay and measuring the depths of the indentations created in the clay, Mr. Izumo's lecture allowed children to study the impact of falling objects in a hands-on fashion. He also explained how the experiment relates to automotive coatings, letting them

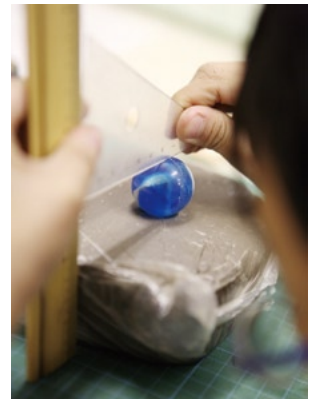


actually hold samples of coated plates in their hands. An experiment with a pencil used for coating film inspection showed the scratch-resistant properties of automotive coatings, letting children understand that the hardness of coating film and crack resistance are kept in perfect balance.

Although children are surrounded by many coated or painted products in their daily lives, they are not so familiar with the paint and coatings themselves. Through this lecture, children also came to know that the knowledge they gained in science class was refined and improved later, finally being adopted for experiments on coatings.

Other topics of lectures given by former employees of Nippon Paint included the melting process of substances and the nature of aqueous solutions. In addition to encouraging former employees' cooperation in the project, we also support the project by preparing education materials and rooms for rehearsing experiments, as well as arranging for assistant staff and instruments.

We will continue to actively take part in the "Science Favorite" project to cultivate interest in science among children, who will play vital roles in Japanese society in the future.



#### Comments from Project Staff

##### Bringing science closer to children through lectures based on professional experience

**Ms. Masami Hirota**, in charge of "Science Favorite" project  
Human Resources Development Division  
Osaka Chamber of Commerce and Industry

The key objective of our "Science Favorite" project is to connect what children learn in classes to real life. As experts from various fields provide experiments related to technologies and products we use on a daily basis, children can see that the things they study in science classes are useful for our society in many ways. This stimulates their interest in these experiments, and it's fun to see so many bright-eyed children watch with fascination. People from Nippon Paint are all very enthusiastic about giving lectures, and the company also gives support by preparing various experimental instruments and educational materials. I look forward to Nippon Paint's continued support of the "Science Favorite" project.



#### Comments from a Participating Former Employee

##### I want to help children become interested in science and product creation

**Mr. Takaharu Izumo**, former employee of Nippon Paint Co., Ltd., who gave a lecture at Minami Elementary School in Osaka

In fiscal 2008, I gave lectures at two elementary schools. Although I only taught eight classes in total, I spent a long time in preparation: reading the text, planning the content of my lecture, having meetings with teachers and arranging instruments for use in experiments. The hardest thing for me was remembering to use easy words that children can understand. For example, we use the term "sample" for a material to be tested, but elementary school pupils do not understand it in that context. I found it very difficult to explain things in an easy way instead of using technical terms that we are accustomed to in the workplace. But it would please me greatly to know that my lectures could help children become more interested in science as well as product creation and paints.

