

March 10, 2016
Mitsui Chemicals, Inc.

Mitsui Chemicals Receives “Award for Companies Promoting Experience-based Learning Activities for the Youth” - Efforts to bring chemistry to children highly evaluated -

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa) announced it was selected by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) to receive the “Award for Companies Promoting Experience-based Learning Activities for the Youth (Judges’ Commendation)”. The Company received high evaluation for its fiscal 2014 “Laboratory Class in the Wonders of Chemistry”, which aims to promote interest and a deeper understanding of chemistry among children by supporting their safe participation in experiments under supervision of experienced company staff. The awards ceremony was held at MEXT on March 9th.



March 9th Award's Ceremony



“Laboratory Class in the Wonders of Chemistry” at Minami Sanriku, Miyagi Prefecture on October 18, 2014.

MEXT’s “Award for Companies Promoting Experience-based Learning Activities for the Youth” aims to increase hands-on learning opportunities to bolster sustainable social development of youth, by introducing and commending companies, which as part of their corporate social responsibility and contribution activities, have outstanding educational and cultural programs.

Mitsui Chemicals has continued to implement programs providing elementary school pupils opportunities to conduct experiments under the name of “Laboratory Class in the Wonders of Chemistry”. The program offers 18 experiment themes which visually show children the “fascinating world of science”. The experiments provide children “hands-on” opportunities to see changes in color and feel changes in temperature and materials, in addition to learning about concepts such as chemical bonds by holding hands and participating in simple quizzes. By piquing curiosity, children become enthusiastic about chemistry and science making many of them to comment that, “I’m going to try this at home to show my mom and dad”.

In 2014, the “classes” were held 42 times with participation of over about 5200 children. The program held special significance to the children in Minami Sanriku, Miyagi Prefecture. Still suffering from the aftermath of the Great East Japan Earthquake, the programs helped foster richer sensitivity and provided children a brief repose from their everyday difficulties.

The award highly evaluated Mitsui Chemicals efforts to allow children the opportunity to participate in fun and safe experiments while actively promoting an understanding of science and the development of an affinity with chemistry.

Mitsui Chemicals will continue these and other activities which help promote experience and understanding of the next generation.