

## Contributing to Society

***Daiwa House makes steady contributions to society both technically and culturally, by, for example, holding symposia and open seminars on the subjects of lifestyle and the home at its Central Research Laboratory and the Life Research Center, and holding cultural classes for local customers at Royal Home Centers.***

The Central Research Laboratory is situated in Kansai Science City, and under the key phrase of two-way communication with the customer, it publicizes the fruits of its research to a broad public by setting up a great number of visitor facilities, with an eye to becoming a friendly research center that is open to local society.

Further, it holds public symposia throughout the year, with one held

### Public symposia at the Central Research Laboratory



on the subject of “Housing that is Comfortable for the Elderly” during the term. Researchers and technicians at the forefront of this field were invited on the panel, and there was a lively discussion about such topics as care in the home and the impaired vision of the elderly. The results of these symposia are of real use in the Company’s efforts to develop new housing that is kind to the resident.

The Life Research Center holds a regular seminar called “Life, Living, and the Home” every two months, open to consumers, that tackles familiar issues related to living and housing. Each time a lecturer is invited to give a talk on a wide range of familiar themes related to basic necessities, and the seminars are very popular with those attending.

In addition to holding these seminars, the Life Research Center draws up reports based on the results of all kinds of investigative activities, and releases this information to the mass media and the general

### The Life Research Center with think-tank functions



public. During the term, the Center carried out a survey into safety in the home to shed light on city dwellers’ awareness and response to safety and crime prevention. In addition, we published the results of a survey into remodeling, which discovered how people are remodeling their homes up and down the country.

Further, four times a year we publish “Take Off,” a magazine loaded with all manner of useful information for daily life, and around 15,000 copies are distributed to Daiwa House customers.

