



慶應義塾大学ビジネス・スクール

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Oji Nepia Co., Ltd. — the nepia 1000 Toilets Project

The nepia 1000 Toilets Project was announced to the public on July 1, 2008. Headed up by Toshiyuki Kon, Manager of the Marketing Department in the Sales Division of Oji Nepia Co., Ltd., and staffed by members of the same department and external members, the nepia 1000 Toilets Project (hereinafter referred to as the 1000 Toilets Project) applied part of the sales of nepia products to support UNICEF “aid activities in water and sanitation” in East Timor in 2008, the International Year of Sanitation, under the slogan of “protecting lives lost through toilet and water problems.” The objective was to install 1000 household toilets, install or repair toilets in 15 schools, and support activities to disseminate and entrench hygienic practices through donations to UNICEF.

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Marketing Department manager, Mr. Kon, gave consideration to the future marketing strategy of the company having sought a variety of opinions both from within and outside the company with regard to the 1000 Toilets Project, the logo for which is shown in Figure 1.

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Figure 1 – an example of the 1000 Toilets Project logo

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