

(“In Motion,” American Honda video magazine, cont., written by Richard Bellikoff)

CUT to CU Host.

HOST:

**In 1973, Honda Japan came up with a new method for addressing problems in the workplace. It was called "NH Circle". NH Circle is based on the concept that Honda management values employee input and wishes to foster a positive attitude in the workplace. Employees' suggestions are not only solicited, but actually implemented. Basically, NH Circle activity involves a small group of employees working together to solve a problem. A case in point: a group called "Waste Watchers" at the Marysville, Ohio plant, where NH Circle was first introduced to American Honda in the mid-80's.**

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CUT to Marysville employee, standing outside plant.

EMPLOYEE:

We started recycling our cardboard here at our Marysville auto plant on August 22, 1988, but the idea originated back in 1986 in September, when several people in our material service department decided to start an NH Circle on recycling, and that's become part of that.

CUT to Marysville employees, recycling cardboard.

EMPLOYEE (V.O.):

And it's been very successful now. We've been able to save the company a tremendous amount of money. We've also done a tremendous part in helping preserve our natural resources and protect our environment.

CUT to wide shot, field of trees.

EMPLOYEE (V.O.):

And so far in this project, we have saved between 60,000 and 70,000 trees from being destroyed, which is something everybody here at Honda's proud of.

CUT to employee in plant, demonstrating recycling gadget.

EMPLOYEE:

This strange looking instrument you see here is a hook which I designed at home. It's nothing but aluminum tubing with a bicycle handle grip on it and a bolt that is sharp at the end of it, and I made these for all the trash haulers so we could reach down inside the dumpsters to grab the cardboard we couldn't reach by hand.

CUT to Employee outside plant.

EMPLOYEE:

This started out as an NH Circle project and we were probably responsible for being the stepping stone to recycling at Honda, but it's now become a total Honda effort . . .

**CUT to GRAPHIC:** "Recycle"

EMPLOYEE (V.O.):

. . . because every Honda plant within the U.S. is currently recycling some kind of commodity . . .

**CUT to GRAPHIC** of Honda logo

EMPLOYEE (V.O.):

. . . and being very successful at it.

**CUT to Waste Watchers NH Circle** receiving Ohio governor's award.

OHIO GOVERNMENT SPOKESMAN (OFF-CAMERA):

Waste Watchers successfully developed and implemented a program to recycle corrugated cardboard, as the governor said. A major communication and training program was undertaken to introduce the program to other Honda associates.

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**CUT to CU Host** centered.

HOST:

**Anyone can be a part of NH Circle activity. All it takes is a willingness to be a creative problem-solver.**

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**CUT to two women employees** in Oregon sweatshirts at podium.

WOMAN:

You can make changes and you can make a difference. As they say, who knows how to do your job better than you? And this is a real good tool for saying, these are the changes I'd like to see made, and if you go through all the processes and get all your ducks in a row, there's hardly any way they can say, 'sorry, but that won't work.'

**CUT to shots of employees** at conference tables.

HOST (V.O.):

**If you stop and think, you probably already know of improvements which can be made in your department. Guidelines for organizing an NH Circle are coming right up.**

**CUT to FULL SCREEN LETTERING:** For more information, please contact your divisional NH circle facilitator, or corporate training and development 213-783-2137.

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