

Contributing to Communities

Using the human resources and technology it has nurtured through its business activities, Fuji Electric works to ensure that as many of its employees as possible are active in communities around the world, with a basic policy of contributing to solutions to the issues those communities face.



Fuji Electric (Shenzhen) Co., Ltd.
Tree-planting activity "Green Shenzhen A Comfortable Place to Live"

Key Themes and Main Activities in Fiscal 2012

■ Theme 1: Protecting the Natural Environment

- Restoring farmlands, restoring rural woodlands
- Forestry conservation activities (planting, thinning, etc.)

■ Theme 2: Promoting Youth Development

- Conducting science classes for school children of all levels (building motors by hand, lectured on energy, etc.)
- Practical science training for teachers, etc.
- Environmental school

Case Example

An Opportunity to Communicate the Excitement of Manufacturing

Since 2009 Fuji Electric, working with the Board of Education of Hino City, Tokyo, where we have an office, has offered training in practical science skills for the city's elementary school teachers. Using everyday items such as paper clips and other materials to make a motor, the teachers learn about key points of fabrication, and how those principles are used in society in general. The sessions thus provide them with information that can have practical application in the classroom. In fiscal 2012 the program was extended to include junior high school teachers, providing them with an opportunity to gather information on the latest trends in energy technology, and to share methods for applying the knowledge in the classroom.

Fuji Electric also works with the Japan Institute for Social and Economic Affairs* under its program to provide corporate training to teachers through private-sector companies. In fiscal 2012, for our 6th program, we invited teachers from Hino City to participate as part of their 10th year training. By disassembling a vending machine, they learned about its functions and underlying technology, and gained an understanding of manufacturing techniques. They also practiced

Promoting Youth Development — Training for Teachers

working with puzzles as a way of facilitating group discussion about the kind of human resources companies are looking for. We hope that these experiences will prove useful to them in the classroom, whether they are teaching children about the excitement of creating things with their own hands, or working to nurture the kind of people society will need in the future. The lecturers and assistants for these sessions are made up entirely of employees who have volunteered their own time. This interaction with people from other occupations provides those employees with a valuable learning opportunity.

* The Japan Institute for Social and Economic Affairs: An organization dedicated to broadly disseminating information on economic thinking and business activity in Japan and overseas, while providing input from society in general to economic and business circles.



Hino City practical science training for teachers



Tokyo corporate training for teachers

Voice

Comment from Hino City Board of Education, Tokyo



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With the cooperation of Fuji Electric's base in Hino City, the Hino City Board of Education provides training in practical science skills centered around the themes of electricity, power generation, and electromagnetics, and hands-on training for teachers. By conducting experiments in electricity generation and storage, building their own motors, disassembling and studying the structure of a vending machine, and other activities, participants gain first-hand exposure to leading-edge technology, which in turn helps them to craft more appealing science classes.

In addition, training that enables teachers to learn more about private-sector technology and thinking also provides them with a valuable opportunity to consider the future of school-based learning and human resource development.