

# 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.



Tree-planting activities at Fuji Electric Philippines, Inc.

## Key Themes and Main Initiatives in Fiscal 2014

- ▶ **Promoting Youth Development**
  - Hosting science classes for elementary and junior high school students
  - Corporate training and training in practical science skills for teachers
- ▶ **Protecting the Natural Environment**
  - Forest conservation and farmland restoration activities
  - Clean-up activities
- ▶ **Helping Reconstruction after the Great East Japan Earthquake**
  - Supporting Fukushima Prefecture by buying local produce

## Case Example Promoting Youth Development: Training for Teachers through Private-Sector Companies

### Putting Hands-on Experience in the Private Sector to Work in Teaching Children

In addition to science classrooms for children, one of the ways Fuji Electric is working to combat the recent drift away from the sciences is by offering training to teachers as well.

In one of our initiatives, we work with the Japan Institute for Social and Economic Affairs\*, under its program to provide training to teachers through private-sector companies. In fiscal 2014, in our 8th annual program, we invited 24 teachers from elementary and junior high schools in Hino City, near our base in Tokyo, to participate as part of their 10th year training. After an explanation of Fuji Electric's CSR programs and a tour of a company workplace for people with disabilities, the teachers also had the opportunity to disassemble a vending machine. These experiences enabled them to learn more about corporate social initiatives and how companies

work to improve quality and lower costs. We hope that the teachers will be able to use what they learned through the program in the classroom, whether they are teaching children about the excitement of creating things with their own hands, or sharing the importance of being useful to society.

\*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.



Disassembling a vending machine



Simulated assembly line experience

## Case Example Helping Reconstruction after the Great East Japan Earthquake: Supporting Fukushima Prefecture by Buying Local Produce

### Continuing Support for Fukushima Prefecture through Purchase of Local Produce

We have strong business ties to Fukushima Prefecture, which continues to suffer reputational damage following the Great East Japan Earthquake. In fiscal 2013, Fuji Electric began purchasing farm produce from Fukushima as a way to offer continued support. Produce and processed goods are not only used in our factory cafeterias, but are offered for sale to local residents and our own employees at factory festivals. In fiscal 2014, we partnered with Fukushima Prefecture's Tokyo office in an effort to expand this program. This enabled us to have people from Iwaki City, Fukushima sell their products directly, to add marine products and a wide-ranging selection of foods from Fukushima to our items for sale. We also increased the number of in-house sales events, creating even

more opportunities to build awareness among our employees of the importance of supporting recovery efforts. Many employees responded that they were glad to be able to support Fukushima Prefecture. We will continue these support activities, holding sales events at even more of our business sites and making wider use of products from Fukushima.



Selling at a factory festival



A produce sales event

## Heartfelt Desire to Help Others

At Fuji Electric Malaysia, which produces semiconductors and disk media, we are working to instill in employees a spirit of volunteerism through community support and environmental preservation activities. The company takes the lead in forming teams that work to contribute to the local community.

### Local Community Contribution Activities of Fuji Electric Malaysia



Production Manager  
Effendy

“Reaching out to people seeking help is natural and needed for me. Doing it is something that makes me happy.”

So says Effendy, the Production Manager. It has been 10 years since Effendy started doing local community contribution activities.

Every year, Fuji Electric Malaysia internally seeks recruits and selects the members of the Community Outreach Program team. Currently, 15 employees are participating in the team.

“In all our community outreach programs, we place the highest priority on the feelings of local people.” (Effendy)

The Community Outreach Program team schedules and plans a wide range of activities including visiting the poor, teaching classes at nearby schools, providing support for areas affected by disasters, and doing activities to promote environmental conservation awareness. Usually, members of the team perform these activities, but the goal of the team is to instill the spirit of volunteerism in employees. The team members also urge all employees to participate in environmental conservation activities and donation activities, and they provide employees with opportunities to get involved. In fiscal 2014, there were as many activities as one every two months.



Support for a native village



Visiting a nursing home

### Visit to Taman Ria Primary School

On June 12, 2014, eight members of the local community contribution team went out to teach a class at the Taman Ria Primary School in Kulim, Kedah, which is 15 km from the company. We want to visit schools in remote areas that receive very little public assistance. It was a unanimous decision by the team members. On that day, about 100 students from 6th grade attended.

In the class, we played a game using 10 pieces of cardboard and styrofoam cups. The group that stacked



The game played in the class

the cups the highest and sturdiest with the fewest cups won. The purpose of the game was to communicate the basics of science and technology and stimulate the children's interest. “I felt the eyes of the children become positive and animated.”

(Shakir, Process Development Engineer)



Shakir, Process Development Engineer

What especially brought a sparkle to the children's eyes was when Khairul, a development engineer, talked about his study experiences in Japan.

“After it was over, the children asked us for our contact information. I could tell that they wanted to talk more.” Shakir felt that the activity was successful because of the children's reaction.



Visiting a school to give a lesson



Principal Anuar (right)

Anuar, the principal of the primary school, spoke as follows to the team members. “I am thankful that you selected our school for your class. The stories of everyone's study experiences and the learning game about science and technology was a good encouragement for the children as regards the examination that they will soon be taking. I would be grateful if you could have another interaction with the children in the future.”

### The Future

“I hope that our local community contribution activities will continue to bring happiness to diverse people.” (Shakir)

Fuji Electric Malaysia will continue contributing to the local community and maintaining its environmental conservation activities.