

Social (Contributions to Communities)

Striving to further strengthen its bonds of trust with society, Fuji Electric uses the human resources and technologies nurtured through the Company's business activities to contribute to the resolution of social issues faced around the world. We are advancing various activities in accordance with this basic stance.



Picture books donated through Christmas project for supporting children in regions impacted by the Great East Japan Earthquake (a total of 430 books were donated)

Basic Policy Concerning Local Community Contribution Activities

- 1 Meet the expectations of each era and region using the human resources and technologies nurtured through the Company's business activities
- 2 As a basic principle, engage in activities in areas where the Company maintains business operations
- 3 Coordinate efforts on a global scale to ensure the largest possible number of employees participate in the Company's local community contribution activities

Local Community Contribution Activity Priority Fields

- 1 Protecting the natural environment
- 2 Promoting youth development
- 3 Communicating with local communities
- 4 Supporting Disaster Recovery and Reconstruction Efforts

Case Example: Protecting the Natural Environment – Community Outreach through Dam Building

(Fuji Electric Manufacturing (Thailand) Co., Ltd.)

Protecting Aquatic Organisms by Slowing River Flow

Roughly 100 employees joined members of the local community in building dams in the Nakhon Nayok province of Thailand. The dams built will slow the flow of rivers when water levels rise during the rainy season while maintaining consistent water levels and enabling accumulated water to flow smoothly downstream. As such, the dams will help protect the habitats of the aquatic organisms living in the rivers.



Employees helping build dams



Dam building project

Case Example: Promoting Youth Development – Science Classes

(Otagawa Factory)

Promoting Skillful Use of Energy

Sciences classes were held on the theme of energy and the environment for around 70 sixth graders at elementary schools in Otagawa City, Tochigi Prefecture. Using water to represent energy and waterwheels to represent motors, students learned the importance of designing products with high levels of performance and of proper product usage. This lesson thus taught students that energy savings can be realized by skillfully using high-performance products.



Experiment in which students tried to spin waterwheels with as little water as possible



Water model experiment kit

Case Example: Communicating with Local Communities – Visit to Special Needs Childcare Centers

(Fuji SMBE Pte. Ltd.)

Sharing a Joyous Time with Children with Disabilities

As one facet of our community outreach activities, a total of 25 volunteers, consisting of employees and their families, visited a facility for children with physical and mental disabilities in Johor State, Malaysia. These employees came bearing donations of rice, cooking oil, detergent, toilet paper, and other daily necessities as well as presents that they had prepared personally. These gifts were handed directly to the children. A joyous time was had by all during a performance in which employees sang and danced together with the children.



Donated items



Song being performed with children