

Fiscal 2015 Report—Social Contributions

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.



Clean-up activities (Shikoku Area Operation)

Key Themes and Main Initiatives in Fiscal 2015

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 marine conservation activities
- Clean-up activities

Helping with Reconstruction after the Great East Japan Earthquake

- Support for Fukushima Prefecture (purchase of local produce, provision of play areas for children)

Case Example Coral Planting Activities to Preserve the Natural Environment

Aquatic Environment Protection

In Thailand, global warming has resulted in a phenomenon known as “coral bleaching,” which stems from higher ocean temperatures and is diminishing coral reefs. Seeking to raise awareness of the importance of coral reefs and protecting habits for aqua organisms, Fuji Electric Manufacturing (Thailand) Co., Ltd., held a coral planting event at Toei Ngam Beach in the Sattahip District of Chonburi Province. A total of 60 employees participated in this event.

This event was conducted with the cooperation of the Royal Thai Navy, which possesses coral planting specialists. Prior to planting the coral, employees were given a lecture on aquatic organisms and received planting advice.

This new experience sparked the interest of participants, who

went about the planting with enthusiasm and learned about the importance of protecting aquatic environments.

Going forward, we plan to continue such coral preservation activities.



Employees planting coral



Royal Thai Navy diver transplanting coral into the sea

Case Example Support for Children's Play Areas Helping Reconstruction after the Great East Japan Earthquake

Quest to Bring Joy to Children in Fukushima

As part of its efforts to help reconstruction in the Tohoku region after the Great East Japan Earthquake, Fuji Electric offered its support to PEP Network of Child Care in Koriyama, an NPO that has been tasked with operating the PEP Kids Koriyama indoor play area in Koriyama City, Fukushima Prefecture.

This NPO has continued to provide a play area that can be used year-round since the earthquake. It thereby aims to alleviate the trend toward children lacking sufficient exercise, having lower stamina, and becoming obese, which is a result of the impacts of the incident at the Fukushima Daiichi Nuclear Power Station. In supporting this NPO, Fuji Electric helped renovate the facilities of PEP Kids Koriyama to enhance the quality of this play area, which has been open for more than four years. After the renovation, PEP Network of Child Care in Koriyama stated

that the new and improved play area allowed children to enjoy a wider range of activities, fostering deeper ties among children, and that the opinions of visitors had been stellar.

We hope to continue our quest to bring joy to children in quake-stricken regions on into the future.



Inside PEP Kids Koriyama



Play structures in part of renovated area

Company Supporting Youth Development Deemed Necessary by the Community

Hokkaido Fuji Electric Co., Ltd., was established in 1968 as a directly operated sales company for the Company's industrial electric equipment products. This company conducts community-rooted sales activities in Hokkaido Prefecture and seeks to contribute to the community. One area in which it contributes is youth development, with initiatives to this respect including the dispatch of employees to nearby elementary schools to conduct science classes on such topics as electricity and energy.



An employee helping a student

Start of Science Classes

"Prior to the science classes, we had been engaged in outreach activities such as donating educational materials on Japanese to schools overseas. However, at this time, we were also searching for a means of contributing to the community that better matched our business and scale," recounts General Affairs Division Manager Manda.

After hearing about science classes conducted by Fuji Electric in which children assembled motors by hand, we thought that Hokkaido Fuji Electric could conduct similar classes, sensing that such activities would be incredibly meaningful for a company that handles electric components.



Handmade paper clip motor

As several employees had children attending the nearby Sapporo Chuo Elementary School, we communicated the dispatch class proposal to the school through these employees. The principal was incredibly passionate about science education, and our commitment struck a chord. The first class was held in 2011 for fifth graders. "I was one of the people that conducted that class," says Director Nakanishi, slightly embarrassed. During its first year, the science class program was implemented by a total of 10 employees, primarily comprising junior and mid-level employees from the sales division. However, the number of junior employees requesting to participate grew with each iteration, and the program has come to be recognized as an important social contribution activity by all employees.



Employee participants in the science class program

With similar feelings, Sapporo Chuo Elementary School asked us to hold classes each year.

Science Class at Sapporo Chuo Elementary School

On December 22, 2015, 10 Hokkaido Fuji Electric employees held a science class at Sapporo Chuo Elementary School in which 85 fifth graders made motors by hand. An employee participant was stationed at each

table to offer advice and ensure that students were able to complete the task. Despite initially experiencing difficulty, students remained focused, and, after a bit of trial and error, it was not long before the sound of spinning paper clip motors was accompanied by a chorus of "We did it!" and "It moved!" The children's excitement transformed the nervous faces of employees into smiles.



Science classes conducted at an elementary school



"Seeing the enthusiasm of the children, their smiling faces when their motors moved, and their words of appreciation written on post-class surveys gave me a sense of fulfillment and accomplishment not felt in my everyday work," states Takahashi of the System Sales Division. The principal of Sapporo Chuo Elementary School also expressed his impression of the classes, saying that, "They perfectly line up with Sapporo City's policy of emphasizing classes that offer fun together with learning and tangible accomplishments, while addressing a major issue with contemporary science education: the lack of opportunities for hands-on experiences. Truly, these classes are a spectacular opportunity."

Future of the Program

In fiscal 2015, Hokkaido Fuji Electric conducted science classes at Hiragishi Elementary School, which is located a little further away from the company. "Not only have these activities helped raise our recognition in the local community, but they have also helped foster a new type of confidence in-house, as our involvement with elementary school education has given us a sense of pride as a company that contributes to society," says Manda proudly.

Hokkaido Fuji Electric plans to continue holding science classes to continue being a company that supports youth development and is deemed necessary by the community.



Message card received from students of Hiragishi Elementary School (displayed in entrance of Hokkaido Fuji Electric head office)