

## 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.



Career education for junior high school students

### Key Themes and Main Activities in Fiscal 2013

- **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
  - Practical science training for teachers
  - Environmental school
- **Theme 3: Supporting Reconstruction Efforts after the Great East Japan Earthquake**
  - Supporting Fukushima Prefecture by buying local produce

### Case Example

### Promoting Youth Development-Environmental School

## Encouraging Children to Value the Environment

Since fiscal 2009, we have been working to restore abandoned agricultural land in the Akiyama district of Uenohara, Yamanashi Prefecture and revitalize the area. Employees and their families have collaborated with the governments of Uenohara and Yamanashi Prefecture and local farmers to practice traditional cultivation techniques. They have used local organic fertilizers from tree leaves, grass, and other materials to grow and harvest native species of millet, wheat, and other crops, as well as cultivating potatoes, pumpkins, and Chinese cabbages.

Since fiscal 2012, we have used this location to hold environmental classes for local elementary school students. The classes aim to show students that protecting agricultural land helps to safeguard against floods and maintain biodiversity. This is particularly important given that the aging of farmers and a shortage of agricultural labor are resulting

in an increase in abandoned farms. In fiscal 2013, 15 children took part in these classes, in which local university students and Fuji Electric employee volunteers assisted, restoring disused land and harvesting traditionally grown vegetables. We hope that such programs can lead the younger generations to understand the need to protect the environment and the importance of food.



Restoring abandoned agricultural land



Harvesting vegetables

### Case Example

### Protecting the Natural Environment-Forest Conservation Activities

## Increasing Greenery

Fuji Electric Dalian Co., Ltd. in China is planting trees in the Jinzhou New District as part of its contributions to environmental conservation and the local community.

The company and its labor union have worked together to arrange this annual initiative for the past seven years, soliciting the involvement of local employees and their families, 85 of whom participated in fiscal 2013.

A total of 500 people have taken part over the years in planting around 3,000 seedlings, with vegetation now covering about 30 hectares. Fuji Electric Dalian will continue efforts to increase local greenery.



Fuji Electric Dalian tree planting activity



## ON-SITE REPORT

## Helping Reconstruction after the Great East Japan Earthquake Supporting Agriculture in Fukushima —Initiatives to purchase local produce

Even three years after the Great East Japan Earthquake and the ensuing accident at the Fukushima Daiichi Nuclear Power Plant, the reputation of products from Fukushima Prefecture continues to suffer. Fuji Electric started buying offerings from the prefecture and engaging in other efforts to provide ongoing local support in view of its deep business ties with the area.

### A Persistent Image Problem

Kazumasa Kikuchi of JA ZEN-NOH Fukushima says, “safety, security, and deliciousness are our top priorities.” His organization is a part of Japan Agricultural Cooperatives that domestically produces and sells agricultural and livestock offerings. JA ZEN-NOH Fukushima tests all items and ships them after ensuring that they exceed safety standards. JA ZEN-NOH Fukushima posts inspection results on its website and on the labels of shipped items in keeping with its commitment to disclosure. Meanwhile, the growers take steps to ensure that agricultural products do not pick up radioactive substances from the soil.

Still, the business climate for products from Fukushima remains adverse, with many retailers refusing to stock them, companies excluding them from bulk commercial usage plans, and prices plunging below those of comparable items in other prefectures. Mr. Kikuchi says that, “It’s very disappointing that most consumers haven’t heard about what we are doing.”



Hideaki Imada  
Earthquake Reconstruct Section  
JA ZEN-NOH (left)

Kazumasa Kikuchi  
General Manager,  
Agricultural Management Planning Division  
JA ZEN-NOH Fukushima (right)

### Keen to Convey Fukushima’s Commitment to Safety, Security, and Deliciousness

Mr. Kikuchi says, “I think that to get our message across it’s important for consumers to actually see and try products from Fukushima. So, we frequently make promotion activities in metropolitan Tokyo on the weekends.” These activities are among some 180 sales promotions that JA ZEN-NOH Fukushima conducts annually in consumer areas within and outside the prefecture.

Yasuko Yuda of the CSR Promoting Department of the President’s Office at Fuji Electric looked into having the company support such activities and began supporting purchases from Fukushima. She says that, “I wanted employees to have the opportunity to actually try produce from Fukushima to realize how good it is.”



Employee cafeteria lunch made with produce from Fukushima Prefecture

### Many Business Sites Supporting Purchases of Produce from Fukushima

In fiscal 2013, Fuji Electric started its support for purchasing produce from Fukushima while planning for factory festivals and other internal events. Ms. Yuda says that, “The number of business sites that agreed to undertake such efforts exceeded my expectations. They have been selling Fukushima produce at factory festivals and other events and buying food from the prefecture for in-house events and giveaways.”

As a result of this initiative, 15 business sites nationwide have supported purchasing of Fukushima produce.



Yasuko Yuda  
CSR Promoting Department  
President’s Office



Fresh fruit and vegetables from Fukushima proved extremely popular and sold out repeatedly

### The Joys of Encountering Products that Are Fresh, Delicious, and Unique

Hideaki Imada of JA ZEN-NOH notes the high interest of Fuji Electric employees in supporting recovery efforts, recalling that produce was quickly sold out as employees helped out with produce sales at a factory festival. Ms. Yuda notes the local community also enjoyed the event, recalling that local residents and wives of employees tried the peaches, tomatoes, asparagus, and other offerings and loved the taste and freshness. Many people had been very interested in some of the more unique fare from Fukushima, picking it up and asking salespeople to describe it to them.

### Continuing Activities to Support Fukushima

In fiscal 2013, employee cafeterias at six domestic business sites put food from Fukushima on their menus. Many employees said that they were only too pleased to support the prefecture and that they wanted more Fukushima sales fairs. Ms. Yuda commented, “I really sensed that people welcomed activities to support reconstruction.” Fuji Electric will continue to engage in initiatives to assist with reconstruction in quake-devastated areas.