Engagement with Local Communities

Fuji Xerox will help build better communities by using its core competencies to solve social problems, and by encouraging employee involvement at the community level.

Our Ideal

The Concept of Social Initiatives and Activities that Contribute to the Community

In addition to providing excellent value to customers, Fuji Xerox and its affiliates are attuned to their communities’ expectations and motivated by high ideals, and are thus committed to supporting cultural development and helping create a better society through farsighted and groundbreaking initiatives from a long-term and wide-ranging perspective. Working together, the companies and their employees raise their awareness of the issues.

Focal Areas of Our Social Initiatives

Management discussions at CSR meetings have led to the decision to strengthen social contributions that harness the unique qualities of Fuji Xerox as a company whose calling is communications. In line with our Mission Statement, which commits us to “contribute to the advancement of the global community by continuously fostering mutual trust and enriching diverse cultures,” we have taken “education for future generations” and “conservation of diminishing cultures and information” as our two social contribution focuses. In these focal areas, we are carrying out initiatives that offer learning materials in emerging nations, provide large-font textbooks for children with low vision, and reproduce historical documents to enable their full and free use. We are also pursuing activities which aim, through our core business, to help solve the social issues that emerged after the Great East Japan Earthquake of 2011.

In the future, our longstanding programs will be accompanied by still more actions in these areas, thus using our core competencies to help solve ongoing social problems by creating synergies between our social contributions business operations.

Overview of Social Initiatives

- Helping solve social problems by applying the lessons of the Great East Japan Earthquake
  - Protection, management, and full utilization of important information
  - Promoting dialogue and collaboration with local communities

- Helping through the company-wide social contribution focuses
  1. Education for future generations
  2. Conservation of diminishing cultures and information

Contributing by returning management resources to society

Contributing through activities that utilize our core business

History

1977~
- Establishes the Fuji Xerox Co., Ltd.
- Setsutaro Kobayashi Memorial Fund
- Commences acquisition of an art print collection
- Launches a “social-service leave program” under which employees can take a leave of absence for volunteer activities
- Launches Fuji Xerox HASU Club, a volunteer organization by employees
- Commences support for large-font textbooks

1994~
- HASU Club becomes active internationally
- Commences support for the Special Olympics Japan
- Initiates support for the Aspen Institute Japan
- Starts cosponsoring the Nature Conservation Society of Japan’s training program for nature conservation educators
- Commences support for Kids’ ISO 14000, an environmental education program for children sponsored by Artech (International Art and Technology Cooperation Organization)

2011~
- Provides emergency assistance and recovery support after the Great East Japan Earthquake*
- Starts operating an Integrated Patient Information System in Kamaishi City, Iwate Prefecture
- Opens Tono Mirai Zukuri College
- Starts program for reproducing traditional documents, based in Yokohama
- Launches project to provide learning materials in the Philippines
  * Including free loans of multifunction devices and printing support to NGOs, volunteer work by employees, and sending new hires to the affected areas

Main Programs Commence

External Partnerships Expanded

Toward Issue-conscious Initiatives
Education for Future Generations

Offering Learning Materials in Emerging Nations
In 2014, we launched an initiative to help eliminate the education gap among children in emerging nations by offering learning materials. The project as a whole is coordinated by Fuji Xerox. We call for partners who donate content and financial sponsors who cover printing and other costs, then the materials are printed using Fuji Xerox production printers and presented to children through local NGOs. From its start in the Philippines, the project will be expanded throughout the Asia-Pacific region. In 10 years, we plan to distribute materials to 100,000 children.

Providing Large-font Textbooks for Children with Low Vision
Since 1994, Fuji Xerox has offered free use of its copy machines and multifunction devices to volunteers who make large-font books. Even after publishers started issuing large-font textbooks with standardized specifications in 2008, we continued this program for children with low vision who have difficulty reading the standard large-font books. In fiscal 2013, volunteers used our devices in Japan and overseas to produce 670,496 pages. In fiscal 2014, we will begin preparing to increase the number of support centers in Japan, while we will also endeavor to support more children with low vision in China and other parts of the Asia-Pacific, strengthening the program to meet the particular situation or needs of different countries.

Conservation of Diminishing Cultures and Information
Reproducing Historical Documents
Integrating our multifunction devices and technologies in an effort to reproduce traditional documents, this initiative aims to help conserve cultures and irreplaceable information, and to make them fully accessible to the wider community.
Fuji Xerox Kyoto began this activity in 2008. They donated reproductions of historical documents to the shrines, temples, educational institutions, and historic families who own the originals, thereby making it possible for them to physically handle and actively use the replicas. As we were called on to reproduce increasingly detailed originals with their own color tones and gloss, the project grew to involve the development team. In April 2014, we opened a center in our main R&D hub, the Fuji Xerox R&D Square in Yokohama, and extended them company-wide. We are committed to ongoing efforts to give ordinary people reader access to reproductions of rare historical documents.

Ongoing Support for Reconstruction from the Earthquake

Features of Fuji Xerox Activities
Amid constantly changing needs in Tohoku area, Fuji Xerox places great emphasis on dialogue with community members for its social contribution activities. We are committed to continuing both encouraging employees’ involvement in volunteer work and supporting recovery through our business.

Engagement through Volunteering by Employees
Since 2012, our employee volunteers have helped an NGO in Ishinomaki City, Miyagi Prefecture, which escorts children to and from school and provides after-school supervision. We have also worked on restoring tsunami-damaged documents from Ishinomaki elementary schools. A total of 485 employees and family members volunteered to help wash and restore these documents. Handling papers stained by seawater and mud, they felt the hardships directly. After the last batch was digitized using the scanning technology of Fuji Xerox, the restoration and return of all documents were completed in March 2014.

In fiscal 2013, Fuji Xerox held “Ishinomaki market” at the headquarters in Tokyo to support Ishinomaki’s food industry. We held a round-table discussion with staff members of the Ishinomaki companies, and all employees who participated were convinced that recovery from the earthquake is still an ongoing process and should not be forgotten.

A stall at “Ishinomaki market”

Engagement through Business
In 2011, we established a base for promoting recovery in Morioka City, Iwate Prefecture. During the dialogue with local community members, we realized that many of the problems confronting them were not unique to the areas affected by the disaster. Regional medical care and depopulation are among the issues that face Japanese society as a whole. We are thus increasing our engagement with reconstruction support through our business in order to address local issues of this kind.

In Kamaishi City, working with a customer, we have developed and supplied an Integrated Patient Information System which enables access to clinical information anytime, anywhere. We are thus supporting home-based medical care, which is becoming increasingly important as the population ages.

A community revitalization initiative we started in 2012 in Tono City is showing success. In April 2014, we joined with the city government to open Tono Mirai Zukuri College, using the premises of the former junior high school. The College’s objectives are to promote industrial development, revitalize the district, and provide training. We will utilize it as a forum for exchanges of opinions and a base for fieldwork to gain an understanding of local industries, tourism, and education.

In the future, we will also extend the solutions we find to other districts that face similar issues.

Opening ceremony at the Tono Mirai Zukuri College

• Articles in Previous Sustainability Reports
  - “Advancing Hand in Hand with the Local Community” (2014)
  - “Early Traditions of Kyoto Come to Life” (2012)
  - “Helping to Educate Children in Disadvantaged Communities” (2014)
  - “Helping to Build Society through a Mutual Benefit Approach” (2009)