Engagement with Local Communities

Our Ideal

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 Basic Approach

- **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offer learning materials in emerging nations, provide large-font textbooks for children with low vision, and reproduce historical documents to enable their full and free use.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 and our 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

Main Programs Commence

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)

External Partnerships Expanded

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

2013
- Holds the Ishinomaki Market, a “reconstruction market,” in Tokyo as a way for people outside the Tohoku area to support reconstruction

2014
- Opens Tono Mirai Zukuri College
- Launches a project to provide learning materials in the Philippines
- Holds “reconstruction markets” at four of our centers

2015
- Launches a project to provide learning materials in Myanmar

* Including free loans of multifunction devices and printing support to NGOs, volunteer work by employees, and sending new hires to the affected areas
Conservation of Diminishing Cultures and Information: Reproducing Historical Documents

Features of Fuji Xerox Activities

Utilizing our multifunction devices and technologies, Fuji Xerox helps reproduce historical and other traditional documents. By creating and donating highly accurate reproductions, this initiative aims to help conserve diminishing cultures and irreplaceable information for the future and make them fully accessible to the wider community.

In April 2014, we opened a second center for this work in our main R&D hub, the Fuji Xerox R&D Square in Yokohama, so that our technological team could be more closely involved. The initiative thus has two centers, Kyoto and Yokohama.

In fiscal 2014, we donated replicas of about 40 historical documents. The most notable was the Daigo Hanami Tanzaku, a collection of waka poems written in the 16th century, owned by the temple Daigoji in Kyoto and recognized as an Important Cultural Asset.

Fiscal 2015 Initiatives

In fiscal 2015, our initiatives in this area will have two focuses: promoting reproduction of historical documents in the Yokohama area to take advantage of the new center located there, and making the work much more efficient by using our own technology for controlling the visual perception of images.

In the future, in addition to supporting the development and revitalization of local communities in these ways, we will consider expanding the scope for such initiatives overseas as we aim to contribute still further to the conservation of diminishing cultures and information.

Education for Future Generations: Offering Learning Materials in Emerging Nations

Features of Fuji Xerox Activities

In 2014, we launched an initiative to help eliminate the education gap among children in the Asia-Pacific emerging nations where Fuji Xerox does business, by offering learning materials to children who have limited access to primary school. Fuji Xerox, which coordinates the project as a whole, calls 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 and other partners in the community. By 2023, we plan to distribute materials to 100,000 children.

Fiscal 2014 Performance

The project got under way in June 2014 in the Philippines, where we distributed workbooks to help children learn English through self-study, in collaboration with Gakken Holdings Co., Ltd. and the local NGO Gawad Kalinga. The recipients were 442 children around the age of 5 in the Townerville district of Bulacan Province, near Manila. The presentation ceremony drew over 250 people, including 120 children from nearby villages, their parents, district representatives, and members of Gawad Kalinga, and was featured in local news media. We have since visited the communities at intervals, in September 2014 and January and March 2015, to monitor the uptake of the books.

Fiscal 2015 Initiatives

While continuing and expanding this work in the Philippines, we will also introduce the initiative to other Asia-Pacific countries and regions.

In the Philippines, while monitoring the uptake of the first round of workbooks, we plan to call for further financial sponsors and expand the districts in which we distribute books.

We have also decided to launch similar projects in Myanmar and Thailand, and distribution in Myanmar began in June. By drawing on the particular strengths of each company that joins us in these initiatives, we aim to build a sustainable structure in each country and region while being flexible enough to adapt to local differences in education systems and learning cultures.
Ongoing Support for Reconstruction from the Great East Japan Earthquake

Features of Fuji Xerox Activities

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

Fiscal 2014 Performance

In Kamaishi City, Iwate Prefecture, we continued to support home-based medical care through the use of the integrated patient information system, and we provided problem-solving assistance with the ultimate goal of integrated community care in areas affected by the disaster. In Tono City, in April we opened the Tono Mirai Zukuri College, which arose out of a community revitalization initiative. Programs we have held there include a local government study meeting on backup logistical support during disasters, and exchanges through tours and fieldwork in the affected areas.

Fiscal 2015 Initiatives

We will support local governments, community groups, and medical institutions as they work to integrate community care, not only in Kamaishi City but also in the Kuji and Ninohe medical districts of Iwate Prefecture, and in Miyagi and Fukushima Prefectures. At the Tono Mirai Zukuri College, we will contribute to further reconstruction by continuing the programs we launched last year, including exchanges with the affected areas, research on backup logistical support, and recovery studies.

Initiatives through Our Business

In integrated community care, it is essential that information be shared and circulated among a team of professionals with many different specializations. In Kamaishi, we collaborated with local nursing care facilities to identify the challenges faced in this sharing of information and to find optimal solutions. The solutions discovered will be applied in future efforts to centralize information in order to achieve integrated community care. At the Tono Mirai Zukuri College, we have hosted two study meetings of local governments providing backup logistical support during disasters, with participants from four municipalities in other parts of Japan. A total of about 200 people have taken part to date in six fieldwork sessions for universities and companies in the Tokyo metropolitan area, including tours of the areas affected by the disaster.

Initiatives through Employees’ Volunteer Work

Since 2012, Fuji Xerox has sent volunteers from among its employees to carry out a variety of projects. In fiscal 2014, 13 volunteers supported the work of escorting children to and from school and providing after-school supervision in a project run by an NGO in Ishinomaki City, Miyagi Prefecture, and the work of Tohoku Mirai Zukuri Summer School in Tono City, Iwate Prefecture, whose goal was to make the lessons learned from the 2011 disaster known around the world, together with research findings on disaster prevention and recovery.

After our employees responded enthusiastically to the first “reconstruction market” in fiscal 2013, we held markets at four of our centers. At the first market, the stall-holders came only from Ishinomaki, but in 2014, with the cooperation of groups in Iwate, Miyagi, and Fukushima we were able to invite exhibitors from these three areas—the three Tohoku prefectures most affected by the disaster—and to make the markets larger in scale, with more products on display. We also organized round-table discussions among the exhibitors, people working for recovery in Tohoku, and Fuji Xerox employees. Many of the employees who took part said that they were moved by the exhibitors’ words, and especially by comments such as “We appreciate your aid, and now we need to use your encouragement to get back on our feet.”

In the future, based on local needs which will continue to change, we will provide opportunities for each one of our employees to think about and become involved in support for the areas affected by the disaster, including employees’ volunteer work and reconstruction markets.