

# Community Contribution Activities

The Nikon Group aims to contribute to the growth of a sustainable and healthy society alongside its own growth by working in community contribution activities to directly face the expectations of society in good faith.

## Community Contribution Activity Policies

The Nikon Group established the Nikon Community Contribution Activity Policy to embody the fifth item of the Nikon CSR Charter, "Responsibility to society as a corporate citizen," and contribute to the sustainable and healthy growth of society, which is the foundation for a company's success. We are active in the five fields of environment, education, welfare, culture and arts as well as assistance for reconstruction in all countries and regions to expand business.

### Nikon Community Contribution Activities Policy

Established October 6, 2014

#### Basic Policy

1. Nikon will actively engage in community contribution activities in accordance with our corporate philosophy and CSR Charter to create a prosperous society with sustainable development.
2. Nikon will conduct community contribution activities under the headings of "Environment," "Education," "Welfare," "Culture and Arts" and "Assistance for Reconstruction."
3. Nikon will provide assistance to its employees' volunteer activities.

## Promotion of community contribution activities

The Nikon Group is promoting activities based on the Nikon Community Contribution Activity Policies by linking to holding companies in each region that have been established for the supervision and promotion of CSR in accordance with the CSR promotion system. This is a policy to expand activities across countries and regions through Nikon and local holding companies as well as locally-rooted activities of each business division and group company.

Guide to Nikon Community Contribution Activity Policy and check tool that incorporate opinions of regional holding companies was created in the year ended March 31, 2016 to promote activities based on the Nikon Community Contributions Activities Policy in the entire Group. In addition, implementation rate of the self-evaluation using the check tool by each Group company was set as KPI\*. We are growing awareness about this policy in the year ending March 31, 2017 and implementing

measures to increase the opportunity for employees to participate in community contribution activities based on the results of the target value of the implementation rate of KPI.

\* KPI

KPI stands for Key Performance Indicator. KPI are quantitative indicators to measure and evaluate the level of achievement for targets in both companies and business.

## Support for Employee Volunteer Activities

The Nikon Group strives to establish an environment and create opportunities for employee volunteer activities. We provide sponsorship to activities such as participatory charity events and donation programs and offer a wide-range of opportunities so that employees can participate, which includes our volunteer leave system.

### Major Initiatives

- Introduction of volunteer activities to support the reconstruction of Tohoku
- Hosting of markets encouraging the reconstruction of Tohoku
- Participatory support of a charity walk event for the United Nations World Food Programme
- Implementation of community contribution programs for efforts such as the employee cafeteria through TABLE FOR TWO
- Implementation of matching gifts to the 2016 Kumamoto Earthquake disaster relief donations

### Number of Employees Participating in Community

Contribution Activities	(Unit: people)	
	'15/3	'16/3
Number of employees participating in community contribution activities (total)	2,627	4,477

### ■ Volunteer Leave System

Nikon Corporation allows employees to take leave to participate in volunteer activities that the company considers a valuable contribution to society such as volunteering at nursing care facilities, participating in cooperation activities conducted by international exchange delegations, and activities to support the recovery of areas affected by natural disasters.

In Japan, Nikon Group established Rules for Activities Supporting Recovery from the Great East Japan Earthquake to put systems

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in place that support employees to volunteer for work to support reconstruction activities in areas afflicted by the Great East Japan Earthquake. Employees who participate in the recovery support activities mediated or introduced by their companies.

## Environment

Believing that the resolution of environmental problems is imperative for human coexistence and sustained business growth, Nikon supports environmental conservation activities conducted by non-profit organizations and non-government organizations and works towards the environmental enlightenment of the next generation.

- Supporting the AKAYA Project in Japan for the purpose of restoring biodiversity
- Supporting the Children's Forest Program to raise awareness about the environment in the children of Thailand
- Providing Educational Tools for Next Generation Environmental Education

➤ [Community Contribution Activities in the Environmental Field \(P99\)](#)



Akaya Forest advanced by the Akaya Project (Guma Prefecture)

## Education

The Nikon Group is actively involved in educating the next generation and supporting academic research. We will continuously communicate with related people so that we can

not only support them but also grow with them.

### ■ Nikon Scholarship Program in Thailand

The Nikon Group has operated a scholarship program in Thailand in cooperation with NPOs since 2007. The Nikon Group has built close, long-term partnerships in the business activities of the Nikon Group and Thailand where Nikon (Thailand) Co., Ltd. (Thailand) is located.

We have been supporting junior and high school as well as university students who cannot afford school educational institutes over the last nine years largely in Thailand, which has large economic disparity, through the Nikon Shanti Scholarship that is operated with the cooperation of the Shanti Volunteer Association of Japan and the local Sikkha Asia Foundation. We have supported 150 junior high and high school students and 25 university students in attending school in the year ended March 31, 2016. We have extended scholarships to support a total of 1,542 students to attend school up until now.

Furthermore, we also have them experience the fun of photographs, which Nikon is so proficient. We also have been photographing family and friends since 2013 as to encourage the study and life of scholarship students and continue efforts to give these as pictures in frames.



Scholarship conferment ceremony in Bangkok (November 2015)

### ■ Nikon Scholarship Program in Laos

After starting operation of Nikon Lao Co., Ltd. in Savannakhet Province, Lao P.D.R. in 2013, the Nikon Group established two scholarships in May 2014; the Nikon-EDF Japan Scholarship for Laos to support 100 junior high school students and the Nikon-JICA Scholarship for Laos to support 40 university students.

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Nikon-EDF Japan Scholarship for Laos supports junior high school students who study hard in attending school even when it is difficult with the cooperation of the Education for Development Foundation Japan (EDF-Japan). The Nikon-JICA Scholarship for Laos, which started with the cooperation of the Japan International Cooperation Agency (JICA), extends scholarships to students studying at Savannakhet University, and contributes to the development of individuals who will improve the future of Laos and cultivate friendship with Japan. We extended scholarships to 100 junior high school students and 40 university students in the year ended March 31, 2016, which is also the second year of the scholarship.

We provide scholarship to university students, uniforms, academic supplies such as book bags to junior high school students that are chosen as scholarship students. We have also implemented Junior High School Learning Support Project aiming to donate educational support tools (textbooks in Laotian, sports supplies, and educational materials) to all 130 junior high school in Savannakhet province, and have currently sent donation to 50 junior high schools.

We will continue this program in the future to draw a bright future for the children and students of Laos.

## Welfare

As a responsible member of society, the Nikon Group is conducting various activities to improve health, medical care and the welfare of society as a whole. We also have activities in which every one of our employees can participate voluntarily.

### ■ A Community Contribution Program Involving Cafeterias/Vending Machines

Nikon is participating in the TABLE FOR TWO (TFT) initiative. TFT is an organization that aims to address starvation in developing countries and unhealthy dietary habits in developed countries, thereby mitigating the food gap between countries and helping people lead healthier lives. A TFT meal is provided in each employee cafeteria at all Nikon plants from the Yokohama Plant, Sagami-hara Plant and Kumagaya Plant to the Mito Plant, Yokosuka Plant, and Tochigi Nikon today since it began at the Ohi Plant in 2010. When an employee buys a healthy TFT meal containing balanced nutrients, 20 yen of the price will be used to cover the cost of one school meal for a child in Uganda, Ethiopia, Kenya, Tanzania, Rwanda and Myanmar.

As the Nikon Corporation head office has no cafeteria, a vending machine was installed instead. When Nikon employees buy a drink from the machine, Nikon Business Service Co., Ltd. and Kirin Beverage Corporation donate 1% each (a total of 2%) from the sales. With the collected donation, over 100,000 school meals have been sent to children through TABLE FOR TWO International up until now from Nikon through this program.



©TABLE FOR TWO International

### ■ Participation in a Charity Walk Event for the United Nations World Food Programme (WFP)

The Nikon Group has participated in a charity walk event held by Japan Association for the World Food Programme since 2013. A portion of the cost of participation is donated to the school meal program that supports meals for children in developing countries. More than 87 employees from the Nikon Group participated in the event held in May 2016. Nikon became a member of the Japan Association for the World Food Programme and continually supports the exhibition for activities reports of the World Food Programme each year in Sendai since 2013.



Group photo before departing for the charity walk event (May 2016)

### Number of Employees Participating in the Charity Walk Event for the WFP

(Unit: people)

Year held	Number of participants
2013	25
2014	30
2015	59
2016	87

## Culture and Arts

Nikon conducts various cultural and arts related activities with an aim to create a prosperous society.

### ■ Nikon Photo Contest

The Nikon Photo Contest is an international photography competition that Nikon has organized since 1969. Nikon holds the contest every other year with the objective and "vision to nurture an aspirational community that supports photographers and filmmakers who wish to share important stories and influence the way people think through images." Approximately 390,000 photographers have entered the contest to date, submitting more than 1.54 million entries.

We will start the 2016-2017 contest with a call for entries in the fall of 2016 and plan to announce the winners in the summer of 2017.



"Fukushima Flowers", Grand Prize winner (photograph category) Katsuhiro Noguchi (Japan)

## Assistance for Reconstruction

Nikon provides emergency support and reconstruction for areas stricken by large-scale natural disasters.

In the year ended March 31, 2016, we have provided aid to the victims of the earthquake in Nepal and the flood in north-east

Japan. In addition, we are continuing to endeavor for reconstruction support of Tohoku.

### ■ Photo Book Project for Junior High School Students

This project provides opportunities for junior high school students in the disaster-stricken areas to experience photography. Nikon donated digital cameras to all participating junior high schools. Students actively work for about one year to create their photo book with assistance from teachers. Nikon prints the students' work into photo books and, subsequently, presents the completed photo books to all participating students. Furthermore, Nikon helps the students by arranging photography classes and supporting exhibitions held in schools. Nikon hopes that participating students will share their feelings with others through the creative process, including taking pictures, choosing their favorites and conveying their feelings through the photos with comments. Nikon also hopes that the project will encourage the students to tap into their own individual strength for the sake of reconstruction. In the year ended March 2016, 42 schools and one organization participated in the project, and a total of 2,432 students created their own photo books.



Junior high school students from Iwate holding photo books (March 2016)

### ■ The Nikon Plaza Sendai

Nikon Plaza Sendai was set up by Nikon Imaging Japan Inc. as a base station for reconstruction support and it is now being operated in collaboration with the Community Contribution Section of Nikon Corporation. The Nikon Plaza Sendai is a complex facility. It provides a community space to NPOs or volunteer groups so that they may utilize the space for activities in aid of the reconstruction. The community space is also host to a variety of local cultural activities. The photo gallery is likewise provided to amateur photographers and photographic groups so that photographic exhibitions may conveniently be

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held. Provision is also made at the facility's service center for a repair and maintenance service for imaging-related devices. Events such as the Connect Now to the Future fix point observation were held at the reconstruction exhibition held each year by the local junior high school and the local community center in the year ended March 31, 2016.

- Number of photo exhibitions and other events

Photo gallery: 24 times

Community space: 53 times (23 times held as Nikon College Sendai)

- Total number of visitors (as of the end of March 2016): 12,791



The exhibition of works by children of Shiogama City in Tohoku (March 2016)

### ■ Participating in the Coastal Forest Restoration Project

Nikon has supported the Coastal Forest Restoration Project since 2012. This 10-year project conducted by OISCA Japan and the Association for the Coastal Forest Restoration in Natori City aims to restore black pine trees to the coastal forests devastated by the tsunami.

This project creates jobs for regional development, and at the same time conducts restoration work. The work includes raising seedlings, planting trees and cultivating forests-to protect habitation areas and farmlands from salt damage, sand storms and storm surge as a local infrastructure.

Every year, Nikon donates money to the project, provides photo equipment, assists photo exhibitions of the project held throughout Japan by sending employees as volunteers to help out. In the year ended March 2016, Nikon Group employees participated in activities held the third Saturday of every month. Nikon also assisted OISCA's activity-reporting panel exhibition held at a concourse in JR Sendai Station and other places in Japan.



Local plant breeders planting seeds (Photo credit: OISCA Japan)

### ■ Volunteer Activities by Nikon Employees for Reconstruction of Areas Stricken by the Great East Japan Earthquake

The Nikon Group is encouraging voluntary volunteer activities launched by employees.

Employees participated in volunteer activities to support children's workshop on creating photo art. This workshop was held as part of the Shiogama Photo Festival in February 2016. Supported by our employee volunteers, children in Tohoku took photos by themselves, and created a work shaped like tuna using printed photos. This activity was a response to a request from the Shiogama Photo Festival execution committee, which aims to think and communicate the future of Shiogama City, Miyagi prefecture that was afflicted by the Great East Japan Earthquake through photo culture.

### Other Regularly Held Reconstruction Support

In total, 680 employees have participated in volunteer activities since Nikon started supporting its employees to participate in volunteer activities for reconstruction. (In the year ended March 31, 2016, 154 employees participated in volunteer activities of the Natori City Coastal Forest Restoration Project or others.)

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The children workshop of the Shioyama Photo Festival (February 2016)

### ■ Hosting of Markets Encouraging the Reconstruction of Tohoku

Nikon holds markets to encourage the reconstruction of Tohoku as reconstruction support in an effort not needing employees to be dispatched to disaster afflicted areas. This initiative started in March 2015 to make sure the memories of the disaster do not disappear as well as to be one way to connect to the vibrancy of the region by rejuvenating the industry of areas afflicted by the disaster. Markets were held once in September and once in March of the year ended March 31, 2016 through the cooperation of an antenna shop for Iwate, Miyagi, and Fukushima prefectures that uses the second floor lobby of the head office building as the venue. Nikon holds and operates these markets with the cooperation of the four other companies in the same building. The market communicates information about these three prefectures and introduces and shows the reconstruction activities actively through the employees of each company.



Marketplace (March 2016)

### ■ Introduction of Matching Gifts (Donations)

The Nikon Group provides donations based on the cooperation

with the Nikon Labor Union as support to the people afflicted by the Kumamoto Earthquake in 2016. The donations given by corporate officers and employees have reached 2,066,794. The same amount was matched by the company to send a total of 4,133,588 yen in donations to the Central Community Chest of Japan.

In addition, we have provided contributions of 10 million yen to the Japanese Red Cross Society matched by Nikon.



Donation box handmade by an employee (April 2016)