

# Expanding Social Contribution Activities Worldwide

The Nikon Group conducts its business in a range of countries and regions in the world, where we are contributing to society through our social contribution activities and promoting communication with local communities.

## Conserving the Global Environment

### Cosponsoring the International Children's Painting Competition on the Environment

Nikon Corporation cosponsors the International Children's Painting Competition on the Environment jointly with the UN Environment Programme (UNEP), the Foundation for Global Peace and Environment, and Bayer AG to increase the environmental awareness of children across the world.

There were about 2.4 million entries for the competition held on the theme "Climate Change: Our Challenge" in the year ended March 31, 2010, and the award ceremony was conducted at the International Children and Youth Conference held in Daejeon, South Korea in August 2009. The prize winners' works were also displayed at the venue of the UN Climate Change Conference 2009 (COP 15) held in Copenhagen in December as messages from our children. The next theme for the competition is "Biodiversity — connecting with nature."



Children at the award ceremony holding T-shirts on which their paintings were printed

### Supporting the AKAYA Project

Nikon Corporation has been supporting the AKAYA Project since 2005 by providing survey and recording equipment and materials to the Nature Conservation Society of Japan (NACS-J). This project is the first biodiversity conservation project to be implemented through cooperation between the government, local residents, and a nature conservation organization in Japan. In the year ended March 31, 2010, we planned and created an environmental booklet named "AKAYA Note," which details the biodiversity of the AKAYA Forest, and distributed copies for use in the classrooms of local elementary schools and private schools in the Kanto region. Through this project, we will continue to communicate the importance of biodiversity conservation to as many children as possible in 2010.



Local elementary school pupils on a hike in the AKAYA Forest (in Minakami Town, Gunma Prefecture) to learn about the environment using AKAYA Note

## Education

### Nikon scholarship programs in Thailand

Nikon Corporation has the following two scholarship programs in Thailand: the Nikon Shanti Scholarship, which is designed to support students attending junior and senior high school and university, and the Nikon Chualongkorn Scholarship to help Thai students study at graduate school in Japan. In the year ended March 31, 2010, 150 junior and senior high school students, 23 university students, and three studying in Japan, who were all receiving support under the scholarship programs, were invited to Nikon (Thailand) Co., Ltd., a manufacturing base of Nikon Corporation in Ayutthaya, Thailand, to have corporate experience.



Scholarship award ceremony held in Bangkok (© Masao Seto)

## Welfare

### Starting a social contribution program in the cafeteria

We began participating in the TABLE FOR TWO initiative, a voluntary social contribution activity conducted by employees at the Ohi Plant of Nikon Corporation in February 2010. TABLE FOR TWO is an organization that aims to address hunger in developing countries and unhealthy dietary habits in developed countries, thereby mitigating the food gap between countries and helping people lead healthier lives. Specifically, when an employee buys a healthy meal containing balanced nutrients in the cafeteria, 20 yen from the price will be donated to the organization and used to cover the cost of one school meal for a child in Africa.

We will expand this activity to the entire Nikon Group in 2010, providing employees with a good opportunity to reflect on their own health and the world's starving.



Photo provided by TABLE FOR TWO

## Art and Culture

### Nikon Salon photo galleries

Nikon Corporation opened a photo gallery named "Nikon Salon" in Ginza in 1968 to display outstanding photographic works by both amateurs and professionals, regardless of the camera used, in a wide range of fields. Since then, we have long contributed to the popularization and advancement of photographic culture through the Nikon Salon. At present, we have Nikon Salon galleries in Ginza, Shinjuku, and Osaka. In the year ended March 31, 2010, we held a total of 181 photo exhibitions (125 by individuals and 56 by groups). From among all the works exhibited in the galleries during each year, we select artists with excellent work for the Ina Nobuo Award, the Miki Jun Award, and the Miki Jun Inspiration Awards, thereby supporting the development of photography.



Nikon Salon gallery in Ginza

## Contribution to Local Communities

### Nikon Field Photographer Program

The Nikon Group implemented the Nikon Field Photographer Program again in 2009. Through this program, we provide families with a chance to enjoy sports through photography. During the year, we ran this program at a total of 29 games held by the Asian Football Confederation (AFC) in Asian countries, including 2010 FIFA World Cup Asian qualifiers. We decided to run it also at events other than football games sponsored by us and actually ran it at the SAMURAI JAPAN U-26 vs. All Japan University Team baseball game held in commemoration of the 60th anniversary of the Central and Pacific Leagues. We will continue to run this program, which gives participants the opportunity to photograph players close-up with digital SLR cameras before the games, in 2010 too.



Program running at the AFC Champions League 2009 (Nagoya Grampus vs. Al Ittihad of Saudi Arabia)

### Activities of Nikon Group companies in Japan

Nikon Group companies in Japan are fostering communication with local residents by participating in local events and similar activities.

Kurobane Nikon in Tochigi Prefecture sponsors a photo competition held during the Kurobane hydrangea festival and presents Nikon products to the prize winners of the competition. Employees make donations to the victims of large disasters, and donations were made to the Japan Committee for UNICEF for the victims of the large earthquake in Haiti and others.

Sendai Nikon accepts visits by local junior high schools to provide them with opportunities to learn through actual work experience. The company is also engaged in a range of local contribution activities. For example, many employees participate in local cleanup activities, not only around the premises, but also alongside the route from the nearest station to the company.

Employees of TNI Industry Nagai Factory clean up the sidewalks around the factory for the local cherry blossom festival. The factory also lets local people use its parking space free of charge on holidays. The Tadami Factory of the company supports a photo competition held during the local snow festival every winter, and also conducts cleanup activities, not only around the premises, but also along local rivers.

In this way, the Nikon Group conducts localized activities across the country.

### Activities of Group companies outside Japan

Nikon Precision Inc. and Nikon Research Corporation of America, both located in the United States, are supporting volunteer activities conducted by employees, including a "food drive," in which employees bring surplus food from their home to the company and donate it, and a "toy drive" conducted to provide deprived children with toys. Employees also donated to the American Heart Association and participated in Heart Walk, a charity walk held by the association. The companies also supported employees in collecting money to donate to the victims of the typhoon in the Philippines in 2009 and of the earthquake that struck Haiti in 2010.



Heart Walk—a charity walk