

Assisting Reconstruction through Photography

The Nikon Group formulated the slogan "Assisting Reconstruction through Photography" for our long-term initiatives for support for the victims of the Great East Japan Earthquake and the rehabilitation of the affected communities. Nikon believes that the power of photography will encourage the disaster victims and become one of the driving forces toward recovery.

Web The latest on these initiatives will be posted on the Nikon website.

<http://www.nikon.com/about/csr/society/support-activities/photography/>

Photo Book Project for Junior High School Students

We have produced photo books that are a compilation of pictures taken by junior high school students in affected areas, and which are then presented to them.

Students at Toni Junior High School in Kamaishi City had been actively using digital cameras since just after the earthquake. During the year ended March 31, 2012, under the guidance of their teacher, the students worked on taking photos on three themes: Signs of Rehabilitation, Scars of the Earthquake, and Smiling Faces. They then



Student photos presented at the school's cultural festival. The gym, where the photos were exhibited, has doubled as a classroom since the earthquake (Toni Junior High School)



Students choosing photos for their photo book (Toni Junior High School)



presented these photos at their school's cultural festival in autumn. Titles and comments have also been added to each photo. Nikon Corporation helped the students turn these pictures into photo books. We have also provided this same support to two other junior high schools.

In collaboration with Recovery Assistance Media Team organized by the NPO Visual Media Producers Association, we plan to continue this activity and broaden the scope of eligible junior high schools.

Nikon Plaza Sendai

Nikon opened the Nikon Plaza Sendai in the AER Building adjacent to the JR Sendai Station, as a base for activities supporting reconstruction. In addition to being provided as a place for NPOs and volunteer organizations, which are active in the Tohoku prefectures affected by the Great East Japan Earthquake, to present reports and put on exhibitions, Nikon Plaza Sendai has also been used as a base for Nikon Group employees to conduct their reconstruction support activities. Furthermore, it is also being operated as a facility for providing general services related to image equipment.



The AER Building where Nikon Plaza Sendai was opened

Themed Exhibition at the Nikon Salon

Nikon Corporation simultaneously held a series of themed exhibitions entitled "Remembrance 3.11" at two Nikon Salons in Ginza and Shinjuku from February to March 2012. Marking the first anniversary since the earthquake, the themed exhibitions reflected on this unprecedented catastrophic earthquake through a series of eight special exhibitions and five symposia. The themed exhibitions were designed to highlight the significance of the earthquake from the perspectives of several different exhibitions and dialogues, to serve as a clue for reconstruction.

Support for Other Photo-Related Activities

Supporting "the Project to Restore Your Memories"

The Nikon Group supports "the Project to Restore Your Memories". The project is being run by the Japan Society for Social Service, and is an endeavor to restore damaged photographs by means of image processing. We provide dedicated accounts free of charge for this project to Nikon's "my Picturetown" photo sharing and storage service.

Supporting the CIPA Photo Aid Fund

As a corporate member of the Camera & Imaging Products Association (CIPA), Nikon Corporation supports and finances the CIPA Photo Aid Fund, which was set up by CIPA and the Nippon Foundation.

Web CIPA Photo Aid

<http://www.cipa.jp/photo-aid/english/>

Supporting the "Portrait Photos of Family Members standing out for Recovery" Project

Nikon Imaging Japan Inc. supported "Portrait Photos of Family Members standing out for Recovery" Project, a photography project sponsored by the All-Japan Association of Photographic Societies. Under the project, victims living in temporary housing in Soma City, Fukushima Prefecture, have their photos taken and are provided with a printed album plus a DVD. The project was run for a total period of 14 days between November 2011 and January 2012. Nikon Imaging Japan Inc. provided equipment and assisted photographers who visited studios set up in assembly halls at each of the temporary housing sites.



Photo shoot in the "Portrait Photos of Family Members standing out for Recovery" Project

Photograph provided by: The All-Japan Association of Photographic Societies

Activities within the Nikon Group

Implementing power-saving measures

The Nikon Group is endeavoring to reduce CO₂ by implementing a number of power-saving measures on a daily basis, including room temperature management, lights-out during lunchtime, reductions in standby power consumption, and implement "no overtime" days.


During the year ended March 31, 2012, dealing with the undersupply of power as a result of the Great East Japan Earthquake became a significant challenge. The Japanese government requested a 15% year-on-year reduction in peak power consumption, and Nikon Group companies in Japan responded to that request by enhancing monitoring and by means of the following measures:

- 1) Thorough reductions in peak power usage at all business facilities: In addition to routine power savings, turn off lights in common areas, and turn off the heaters in washlet toilets
- 2) Effective measures to cut peak electricity demand at each business facilities: Take advantage of emergency power

supplies, and concentrate the areas used for overtime work

- 3) Operations on a rotating-basis by deviding plants into some groups: Adopt a system whereby at least one group is shut down every day by preparing different operation calendars that schedules operating days even in Saturdays and Sundays.

As a result, not only did we reduce peak power consumption, but we also kept overall consumption down. The reduction in power consumed at each of Nikon Corporation's plants and at the major Group manufacturing companies exceeded 10% year-on-year (calendar year basis). Utilizing this experience, we will continue to promote a shift to more energy-efficient production equipment, and we will strive to reduce the power consumption of computers and lighting in the administrative divisions and offices where the reduction effect had been large.

- Enhancing the BCM  System (→P24)
- Volunteer Activities by Employees (→P55)