

Co-existence with Society and the Natural Environment

Expansion of Social Contribution Activities Worldwide

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

Highlights

Activities by Volunteer Employees to Support Recovery from the Great East Japan Earthquake

Nikon Group companies in Japan have established the “Rules for Activities Supporting Recovery from the Great East Japan Earthquake” so that they can contribute as much as possible to the rehabilitation of communities affected by the Great East Japan Earthquake by supporting the volunteer activities of their employees. Employees who participate in recovery support activities mediated or introduced by the company are granted special leave, plus they have their transport and accommodation costs subsidized.

Examples of activities mediated by the company during the year ended March 31, 2012 include the removal of debris, mud-out work and assistance for the fishing industry along the Oshika Peninsula in Ishinomaki City, Miyagi Prefecture. We also sent volunteer employees to assist at a photography workshop held in Yamamoto Town, Miyagi Prefecture, and we lent out the cameras used in the workshop. The workshop targeted residents who were living in makeshift housing in Yamamoto Town, and it gave the participants hands-on practice operating actual cameras. In cooperation with local NPOs and social welfare councils, appeals are made about once a month for employees to participate in these activities.



Sorting out oyster shells used in the farming of sea squirts (Oshika Peninsula, Ishinomaki City, Miyagi Prefecture)

Voice Participating as a volunteer during the recovery from the Great East Japan Earthquake

When the Great East Japan Earthquake struck, I was astonished when my eyes were opened for the first time to how peaceful a life I had been leading. Then I spent day after day agonizing over what I could do to really help the victims of such a terrible situation.

Later, I went on a volunteer tour to places like Ishinomaki and helped out clearing debris from sites where houses had once stood. Doing this, it really hit home that there used to be people here leading daily lives no different from our own. I also got a feeling that those places definitely had life in them yet.

Just because I have seen a little of the effects of the disaster, does not mean that I could get a simple answer as to what exactly we should do, but because I saw it with my own eyes, I definitely gained some new perspectives. I realize now that, rather than being “one-sided support,” the attitude to volunteering should be one of “a bond ... a joy of connecting with others.”

Noeru Takemura

Fourth Development Section, First Development Department, Development Headquarters, Imaging Company, Nikon Corporation



Status of Activities

The Nikon Group conducts social contribution activities around the world with an emphasis on five areas: conservation of the global environment, education, welfare, art and culture, and contributions to local communities, plus on “support for post-disaster.” During the year ended March 31, 2012, fund-raising campaigns were run in response to the Great East Japan Earthquake and to the floods in Thailand. Employees made donations, with some Group companies matching the donations yen for yen. These were collected and sent to aid groups such as the Japanese Red Cross Society.

Group companies were also surveyed to gauge the status of their activities for social contribution. The survey revealed some of the issues faced by companies that had not implemented activities, including: insufficient understanding and awareness for social contribution activities, and uncertainty about what to do despite awareness. Examples of support and donations were presented to these companies, which led them to action. Going forward, we will continue to promote activities as a group.

During the year ending March 31, 2013, we will also establish guidelines for responding in the event of a disaster, and we will develop a system whereby each Group company can provide rapid support.

Conserving the Global Environment

Co-sponsoring the International Children's Painting Competition on the Environment

Nikon Corporation co-sponsors the International Children's Painting Competition on the Environment jointly with the United Nations Environment Programme (UNEP), the Foundation for Global Peace and Environment (FGPE), and Bayer AG to raise the environmental awareness of children throughout the world.

The theme of the 2011 competition (which was the 20th competition) was "Life in the Forests (BiodiversityTM)." Approximately 600,000 entries were received from 99 countries, and 63 winning entries were selected. The awards ceremony was held in September 2011 in the Indonesian city of Bandung, in conjunction with the Tunza International Children & Youth Conference on the Environment (organized by UNEP in collaboration with the Government of Indonesia). Seven of the award winners were invited and received their prizes at the ceremony.



Trisha Co Reyes,
1st Global Prize Winner
(13 years, Philippines)

Participation in the Mt. Fuji Reforestation Project

The Nikon Group is participating in a collaborative project to restore forest biodiversity on the northern foothills of Mt. Fuji as a member of the Mount Fuji Nature Restoration (organized by OISCA International). Marking its fifth year, the project has completed the reforestation of 100 hectares on schedule. The Nikon Group provides support for managing and maintaining the forest and also encourages its employees and their families to volunteer in these activities: a total of 450 people representing the Nikon Group have visited Mt. Fuji thus far.



Reforestation work on Mt. Fuji (May 2011)

Education

Nikon scholarship programs in Thailand

Nikon Corporation has 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 fiscal year ended March 31, 2012, 150 junior and senior high school students, 24 university students, and three students studying in Japan received support under these scholarship programs.

"On-Demand Lessons" delivering environmental education

Nikon Corporation provides environmental education on biodiversity utilizing two internally produced environmental awareness tools: AKAYA Note and IKIMONO KARUTA. During the year ended March 31, 2012, we delivered eight "on-demand lessons" to a total of 1,186 students at five elementary schools, two junior high schools and one senior high school. In June 2011, we invited elementary school students from Yamanashi Prefecture to Mt. Fuji, where we conducted an outdoor program. Through photography, the children learned about the connections between living creatures.

We also send the AKAYA Note and IKIMONO KARUTA learning aids to educational facilities that ask.



Children using digital cameras to photograph living creatures

Web AKAYA Note · IKIMONO KARUTA

<http://www.nikon.com/about/csr/society/education/environmental-education-support/>

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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. Today, it has three galleries in Ginza, Shinjuku, and Osaka. 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 Award to support the development of photography.

In the year ended March 31, 2012, the galleries held a total of 205 photo exhibitions —156 by individuals and 49 by groups. Furthermore, in May 2011, Nikon Salon received cultural acclaim from academic circles, being awarded the Toyo Award from the Society of Photographic Science and Technology of Japan (SPSTJ).

Nikon Field Photographer Program

During the year ended March 31, 2012, Nikon again conducted the Nikon Field Photographer Program, a program that allows participants to experience the excitement of sports through photography. The program was conducted at eight matches in five countries (Japan, Korea Republic, China, United Arab Emirates (UAE) and Saudi Arabia) during the AFC Champions League 2011 soccer matches held across Asian countries. Up to five parent-child pairs (10 persons) were invited from the local community to each game to photograph the players prior to the game using digital SLR cameras.



Participants at a match between FC Seoul (Korea Republic) and Al Ain (UAE)

Mariners-Nikon Social Responsibility Program

Together with the Seattle Mariners, Nikon Corporation runs the Mariners-Nikon Social Responsibility Program. This program enables children to experience the enjoyment of watching baseball and taking photographs with digital cameras. During the 2011 Major League Baseball (MLB) regular season, students from local elementary schools in Seattle were invited to 13 of the Mariner's home games to enjoy the hotly contested matches. In addition, COOLPIX digital cameras were donated to six local schools.



Pre-game ceremony at the ground to present COOLPIX cameras

Welfare

Social contribution programs for employee cafeterias and beverage vending machines

Nikon Group companies in Japan participate in TABLE FOR TWO (TFT), an activity which aims to address hunger in developing countries and unhealthy overeating habits in developed countries, thereby mitigating the food gap between countries and helping people lead healthier lives.

TFT lunches are offered at the employee cafeterias at five of Nikon Corporation's plants (Ohi, Yokohama, Sagami-hara, Kumagaya and Mito). During the year ended March 31, 2012, TFT lunches were also started at Tochigi Nikon Corporation. Employees who want to support the program purchase healthy and nutritionally-balanced TFT lunches, with 20 yen from each meal being donated to provide school lunches at community schools in Uganda, Rwanda, Malawi and Ethiopia. 20 yen is enough to cover the cost of one school meal for a child in Africa.

Contribution activities led by employees

At Nikon U.K. Ltd., donations are made to social contribution activities chosen by employees. For the year 2012, Alzheimer's Research UK was selected for support. This organization specializes in the prevention and treatment of dementia and the discovery of cures.

Contribution to Local Communities

Activities by Group companies in Japan

Continuing on from the previous year, Sendai Nikon again conducted a hands-on learning program for junior high school students. 14 second-year students from four nearby junior high schools were accepted to take part in an eight-day program of sorting camera parts, packing and shipping finished goods, as well as collecting waste from the workplace. Students got to perform tasks that they could not otherwise experience at school or at home.

Meanwhile, at Kurobane Nikon, we lent our support to photography activities by sponsoring two local competitions: the Kurobane Hydrangea Festival Photo Contest, and the Four Seasons of Nasu Photo Contest. Kurobane Nikon also actively participated in cleanup activities, including activities to clean up areas surrounding the workplace and around Mt. Atagoyama organized by the local Chamber of Commerce and Industry.