

4.6 Corporate Citizenship

4.6.1 Basic Approach

The Fujifilm Group is committed to contributing to the sustainable development of society, working together with local communities as a good corporate citizen and responding sincerely to the demands and expectations of those communities. In 2008 we formulated the Fujifilm Group Social Contribution Policy, based on which we are conducting activities focusing on the fields of research and education, culture, arts and sports, health and environmental conservation through cooperation and collaboration with local communities, institutions, NPO/NGOs, and others and in active support of volunteer activities conducted by employees.

Fujifilm Group Social Contribution Policy

The Fujifilm Group will work together with local communities as a good corporate citizen and contribute to society by responding sincerely to needs and expectations of those communities. The Group has established following action plans to implement this policy.

1. Focus of activities

The Fujifilm Group will primarily focus on the fields of education and research; culture, arts and sports; health; and environment.

2. The Fujifilm Group will place value on following points when we conduct social contribution activities:

1. The Group will collaborate and work together with stakeholders. We place importance on mutual communication and partnerships with local communities, institutions, NPO/NGOs, and others.
2. The Group values the importance of employees to participate in volunteer activities that would enhance local community harmonization, as well as to enhance social improvements. The Group will fully support such employee volunteer activities.
3. As a means of social contribution, the Group will utilize its business strengths, such as products, services, technologies and know-how.

Established in April 2008, Revised in April 2019

4.6.2 Major Examples of Social Contribution through Business Activities

FF: Fujifilm FX: Fuji Xerox

SVP2030	Theme of social contribution	SDGs	Relation to business	Activities	Social/environmental results
	Contribution to improvement of medical environment & disease prevention promotion		Healthcare & Materials Solutions	<ul style="list-style-type: none"> • Improve healthcare quality in Zambia (FF) • Spread Japanese-style medical services internationally (FF) • Promote early discovery of infectious diseases (FF) • Fighting breast cancer campaign (FF) etc. 	<ul style="list-style-type: none"> • Improve healthcare quality in Zambia (FF) • Spread Japanese-style medical services internationally (FF) • Promote early discovery of infectious diseases (FF) • Fighting breast cancer campaign (FF) etc.
	Contribution to culture, art, education, and disaster recovery utilizing photographic, film, and printing technologies	 	Imaging Solutions Documentation Solutions	<ul style="list-style-type: none"> • Archive analog assets (FF) • Replication of historical documents (FX) • Future creation activities in Iki-shi, Tono-shi, and Minami-Ashigara-shi (FX) • Photo Renaissance (FF) • Photo project for children who encountered death in the family (FF) • Photo restoration project (FF) etc. 	<ul style="list-style-type: none"> • Archive analog assets (FF) • Replication of historical documents (FX) • Future creation activities in Iki-shi, Tono-shi, and Minami-Ashigara-shi (FX) • Photo Renaissance (FF) • Photo project for children who encountered death in the family (FF) • Photo restoration project (FF) etc.
	Contribution to educational issues to the next generation and disabled people	 	Documentation Solutions	<ul style="list-style-type: none"> • Textbook provision in emerging countries (FX) • Enlarged font textbooks for weak-sighted children (FX) • KID'S ISO (FX) • Donation books and stationery to deprived children (FF) • Photographic events for children with rare or intractable diseases (FF) • Mental support for children through photographs (FF) • Volunteer group support for employees: Hasu (fraction) Club etc. 	<ul style="list-style-type: none"> • Textbook provision in emerging countries (FX) • Enlarged font textbooks for weak-sighted children (FX) • KID'S ISO (FX) • Donation books and stationery to deprived children (FF) • Photographic events for children with rare or intractable diseases (FF) • Mental support for children through photographs (FF) • Volunteer group support for employees: Hasu (fraction) Club etc.

4.6.3 Social Contribution Activities Continued by the Fujifilm Group

Social contribution through business operations	<ul style="list-style-type: none"> ● Photo Rescue Project (Fujifilm) ● Creating digital archives of cultural assets (Fujifilm) ● The Heart to Heart Communication – “PHOTO IS” 50,000—Person Photo Exhibition (Fujifilm) ● Album Café (Fujifilm) ● Reproducing historical documents (Fuji Xerox) ● Pink Ribbon Campaign (Fujifilm)
Support for the education of the future generation	<ul style="list-style-type: none"> ●● Photo class for young people (Fujifilm) ●● Offering large-print textbooks to students with low vision (Fuji Xerox) ●● Offering learning materials in emerging countries (Fuji Xerox)
Support for the education of the future generation	<ul style="list-style-type: none"> ●● Fuji Xerox Kobayashi Fund (Fuji Xerox) ●● Fuji Xerox Print Collection (Fuji Xerox) ●● Special Olympics (Fuji Xerox)
Environmental conservation and biodiversity conservation	<ul style="list-style-type: none"> ●● Kikigaki-Koshien (Fujifilm) ●● Kankyo-Nikki, “Midori-no-Komichi” (Fujifilm) ●● “Kids’ ISO 14000” program (Fuji Xerox)
Environmental conservation and biodiversity conservation	<ul style="list-style-type: none"> ● Charitable Trust Fujifilm Green Fund (Fujifilm) ● “Watashi-no-Shizenkansatsuro Competition” (Fujifilm Green Fund, etc.) ● Ground water conservation activities in Minami-Aso village (FUJIFILM Kyushu) ● Volunteer tree planting activity in China (Fujifilm) ● Training sessions for nature guides (HASU-Club, Fuji Xerox)

4.6.4 Results of Social Contribution

(1) The Amount of Expense on Social Contribution

The Amount of Expense of FY2018 by Category in the Fujifilm Group

Type of contribution	Amount (million yen)
Education for future generations	68
Harmony with the local community	220
Promote culture and the arts in society (in Japan)	601
Consideration for the international community and international cultures	96
Cooperation with NGOs and NPOs	34
Total	1,019

* See Chapter 5. Sustainability Accounting

(2) Community Investment Cases

In Japan	Overseas
<p>Fujifilm Green Fund In commemoration of FUJIFILM's 50th anniversary, Fujifilm started this Fund Japan's first charitable trust to protect nature in 1983. Through this fund, we offer financial support for nature protection activities and research bodies, and host nature protection awareness raising programs for primary and junior high school pupils.</p>	<p>Contribution to recover the original marshland and bushland Dutch nature preservation group, Natuurmonumenten has been recovering woodland and agricultural land in Huis ter Heide back into the original marshland and bushland since 1993. Fujifilm's office is in Tilburg, near Huis ter Heide and the company has contributed to Natuurmonumenten's activities through financial support of more than 100,000 euros over the last 10 years.</p>
<p>HASU-Club (Fuji Xerox) This is a volunteer support organization established by employees' own initiative in 1991. The organization is funded through the payroll giving by the employees who opted to donate a fraction (less than 100 yen) of their salary and bonus, plus an amount that the individual wishes to add monthly. The fund is then reserved and the company offers matching donations in four charity areas ; "social welfare," "culture and education," "natural environment," "international aid, "chosen by employees to support their volunteer activities and related NPOs.</p>	<p>Kobayashi Fund by Fuji Xerox Co., Ltd. Established in 1977 as an intra-company fund to contribute to mutual understanding and goodwill through academic exchanges between Japan and countries in the Asia-Pacific region. It offers research grants and fellowship programs for PhD researchers who fulfill the above conditions specializing in the arts and humanities and social science studies. The total number of students who have received research grants reached 1,455 at the end of FY2018.</p>

4.6.5 Efforts to assess the impact on society and the environment

(1) Contribution effect for customers through environmental activities in business (CO₂ and water)

The contribution effect for customers is the sum of customers' expenses brought by when a new product which is environmental friendly has replaced a conventional product. (For example, when customers use an environmental friendly product, we calculate the amount of money comparing the reduced cost for electricity, resources, or consumables which they used to use with a conventional product.)

(Unit: million yen)

Product	Amount		
	FY2016	FY2017	FY2018
1. High-density magnetic memory materials	7,196	7,165	8,414
2. Pre-sensitized aluminum plate not using plate-making film	66,267	83,506	96,352
3. Film for LCDs: WV films	5,527	4,120	2,790
4. Digital color multifunction device and printers	28,601	24,962	16,986
Total	107,591	119,754	124,542