

# Social Contribution

**The OKI Group, based on the Basic Philosophy and Basic Policy for Social Contribution Activities, has promoted various social action projects. More specifically, the group has made donations, participated in regional contribution activities, and supported social action programs by employees. In order to be involved in a wide range of social contribution activities, we have interacted and collaborated with various nonprofit organizations, and enhanced such activities inside and outside Japan.**

## Response to the Great East Japan Earthquake

The OKI Group has been active to relieve people hit by the Great East Japan Earthquake in March 2011 and help rebuild the afflicted areas. The following table shows specific support activities by the group.



Cleaning a tsunami-devastated beach

Among them, volunteer activities for reconstruction support were organized in collaboration with Sampo Japan Insurance Inc., Marubeni Corporation and Mizuho Financial Group Inc., and volunteers from among the group's employees visited Shichigahama, a town in Miyagi Prefecture damaged by tsunamis, ten times.

### Support activities in fiscal 2011

Monetary donation	10,000,000 yen (in parallel with lending of IT/network devices )
Funds raised by employees	Funds raised by employees in Japan (through management-labor collaboration) Funds raised by overseas employees (donated through Red Cross Society in each country )
Reconstruction support activities	- Volunteer activities of employees for reconstruction support - A fair of made-in-Tohoku products at the OKI Warabi Culture Festival - Donation of picture books to the Sanriku Culture Restoration Project in collaboration with the NPO Action with Lao Children - Event featuring a taketombo workshop and a marionette show for employees and their families of the OKI Group in the Fukushima area - Donation of a refrigerated blood transport vehicle to the Japan Red Cross Miyagi Blood Center (as a matching gift from the 100 yen fund of Love)

## Donation-based Program The OKI 100 Yen Fund of Love

The OKI Group has made assistance efforts for various social action groups through the OKI 100 Yen Fund of Love, a donation-based social action program. The participants in this program include executives and employees of the member companies of



Darunee Plates for 500-yen coins (left) and 100-yen coins (right)  
The coins put in all holes in a plate enable a child to go to school for a period of one year.

the OKI Group (22 companies as of April 2012) who agree with the purport the program. They are asked to donate 100 yen a month.

Among the groups assisted by the program is the Architectural Association of Japanese DEAF (AAJD) which produced "SOS Cards" in collaboration with OKI. These cards help hearing-impaired people and foreigners communicate with others about their physical problems in the event of an emergency. AAJD released the cards in 15 different languages for free of charge in July 2011. The EDF-Japan, another recipient of the 100 yen fund, have helped secure educational opportunities for children in Laos, Cambodia and Thailand. The organization produced "Darunee Plates," a tool to collect coins to be used as scholarship money.

## Lecture on "Diverse Ways of Working" at a Special Support School

OKI Workwell gave a lecture about career education for 14 junior and senior high school students at Tokyo Metropolitan Bokuto Special Support School on February 24, 2012.



Lecture at Bokuto Special Support School

The lecture was simultaneously shared with 7 students from Tokyo Metropolitan Jonan Special Support School by use of Workwell Communicator for School, a networking system developed by the company.

The Tokyo Metropolitan Board of Education has designated three special support schools for physically-disabled children including the above two as the model schools for its career education initiative since fiscal 2010. The lecture was given as part of the OKI Group's support for the initiative in which President and two teleworking employees of OKI Workwell talked about diverse ways of working utilizing IT for challenged people.

## Supporting the Operation of a Symposium on "Ethics & Social Responsibility Research"

The Portugal office of OKI Data Group supported Symposium on "Ethics & Social Responsibility Research" held in Lisbon in April 2011 as a printing partner. Organized by the ISCTE- Lisbon University Institute and CIS\*, the two-day symposium featured presentations of latest studies on ethics and social responsibilities in organizational decision-making processes, and practical discussions by participants from around the world. OKI supported the operation of the symposium by printing posters, brochures, lunch tickets and other materials.

\* CIS: Centre for Social Research and Intervention