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 **Basic Policy**

Carrying out activities based on the Mitsubishi Electric Group's Corporate Mission and Seven Guiding Principles



Watch video to learn about how we're implementing community-based activities

 **Activities by Region**

- ▶ Americas
- ▶ Europe Middle East & Africa
- ▶ Asia-Pacific

 **Philanthropic Foundations**



Mitsubishi Electric  
America Foundation



Mitsubishi Electric  
Thai Foundation

 **Disaster Relief**

## Basic Policy

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To create a society full of smiles, where caring and harmony are a way of life, the Mitsubishi Electric Group carries out a variety of philanthropic activities worldwide in line with its Corporate Mission and Seven Guiding Principles. The Corporate Mission states that the Group "will continually improve its technologies and services by applying creativity to all aspects of our business," and by doing so enhance quality of life in society. The Seven Guiding Principles obligate the Group to "contribute to the development of communities and societies as a whole" as a global player, and to "respect nature, and strive to protect and improve the global environment."

As a member of society, the Mitsubishi Electric Group is committed to fulfilling its corporate social responsibility (CSR), and actively engages in philanthropic activities befitting the Group's status in society as part of its CSR efforts.

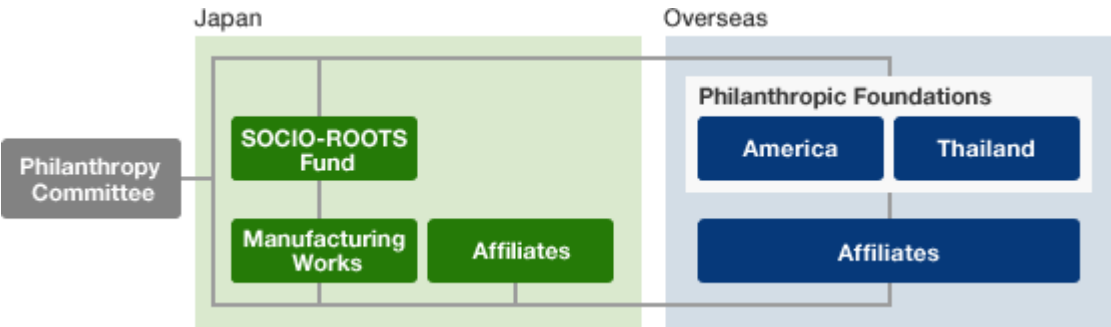
## Corporate Mission

The Mitsubishi Electric Group will continually improve its technologies and services by applying creativity to all aspects of its business. By doing so, we enhance the quality of life in our society. To this end, all members of the Group will pursue the following Seven Guiding Principles.

## Seven Guiding Principles

1. Trust                      Establish relationships with all stakeholders based on strong mutual trust and respect.
2. Quality                    Provide the best products and services with unsurpassed quality.
3. Technology               Pioneer new markets by promoting research and development, and fostering technological innovation.
- 4. Citizenship               As a global player, contribute to the development of communities and society as a whole.**
5. Ethics                      Demonstrate high ethical standards in all endeavors.
- 6. Environment             Respect nature, and strive to protect and improve the global environment.**
7. Growth                     Assure fair earnings to build a foundation for future growth.

# Philanthropy Promotion Framework



As a corporate citizen, the Mitsubishi Electric Group carries out a host of philanthropic activities aimed at contributing to local communities and to enriching society globally. Inside Japan and around the world, Mitsubishi Electric's production sites and affiliated companies work together to carry out a variety of unique, community-based activities that are helping to create changes for the better. In the United States and Thailand in particular, special foundations are promoting and enhancing such activities, making a positive difference in their regions.

## Philanthropic Initiatives (Video)

Introducing the Mitsubishi Electric Group's philanthropic activities.



Watch video to learn about how we're implementing community-based activities

**Introducing the Mitsubishi Electric Group's philanthropic activities.**

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**Philanthropic Initiatives (Entire Video)**

– Implementing Community-based Activities,  
One Step at a Time –

[Watch video](#) 

Approx. 13 mins

**Social Welfare  
SOCIO-ROOTS Fund**



[Watch video](#) 

Approx. 4 mins

**Satoyama Woodland  
Preservation Activities**



[Watch video](#) 

Approx. 4 mins

**Philanthropic Foundations**



[Watch video](#) 

Approx. 3 mins

## CSR – Activities by Region

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The Mitsubishi Electric Group plays an active role in helping to enrich society and ensure sustainable development by effectively applying its resources to implementing philanthropic activities that aim to address social issues, in cooperation with a broad range of people across society. Through communication with local communities, Mitsubishi Electric companies around the world are developing and implementing a variety of unique, community-based activities.

**Click to see details of activities implemented in each region.**

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### Americas

- ▶ Canada
- ▶ Colombia
- ▶ Mexico
- ▶ USA

### Europe / Middle East & Africa

- ▶ France
- ▶ Germany
- ▶ Italy
- ▶ Poland
- ▶ Russia
- ▶ Spain
- ▶ UK

### Asia-Pacific

- ▶ China
- ▶ Indonesia
- ▶ Japan
- ▶ Philippines
- ▶ Taiwan
- ▶ Thailand

Mitsubishi Electric's philanthropic efforts in the Americas are focused on the company's three key areas of emphasis: social welfare, environmental preservation and science & technology. These efforts are especially evident in the USA, where employee volunteers from Mitsubishi Electric companies across America, with support from the Mitsubishi Electric America Foundation, participate in worthy causes in their communities, and focus on empowering youth with disabilities to lead productive lives.

 **Canada**

 **Colombia**

 **Mexico**

 **USA**



Mitsubishi Electric Sales Canada Inc. donates annually to support research for Cancer, Asthma, Alzheimer's, Heart & Stroke, Sick Kids and Markham Stouffville Hospitals. The company also donates annually to the Canadian Red Cross and local fire and police, and allows the use of its facilities by local school and community groups. Employee volunteers have participated in events such as The Heart & Stroke Foundation's Ride for Heart, the Alzheimer's Walk for Memories and the Walk for ALS (Lou Gehrig's Disease).

MELCO de Colombia Ltda. provides donations to support charities in the communities where they operate, especially those serving poor families, children with special needs, and the elderly, as well as disaster relief efforts. Employee volunteers participate in blood donation drives, raise funds for Christmas donations for poor families, and support Colombia's "Quality Schools" program by volunteering to teach in local schools.

### **Building a future full of HOPE!**

Mitsubishi Electric de Colombia Ltda. has made donations to different homes and foundations that help senior citizens and contribute to the education of financially disadvantaged children. Since the establishment in 1989 of our Factory in Bello, Antioquia, we granted use of an area within the factory to a school named Carla Cristina, where such local children study, and we have assumed some of its operating costs.

In addition, we have been sponsoring two soccer teams for children; one is located in Bello and another in Medellín's northeastern commune. Through this activity, we help provide a little bit of happiness to these children that live in disadvantaged conditions.

Since June 2011, we made the decision to sponsor 10 children from the Foundation ABC PRODEIN. Ten children (5 girls and 5 boys) receive a monthly donation from the company for food and education. These children study at Santa Viviana school, located in the Ciudad Bolívar locality, which is one of the most impoverished areas in Bogotá.

Our belief is that by supporting children we can change society, giving them useful tools that will help expand the hope, love and opportunities in their lives, because they are the future of society.

With such activities as these, we are making our small contribution to building a better society. Changes for the Better in Colombia!

Social Welfare



 ZOOM

Mitsubishi Electric de Mexico and employee volunteers support disaster relief efforts by donating to the Red Cross.

### Tree Planting Activity

Environmental  
Preservation

Every year, Mitsubishi Electric de Mexico and employees plant trees in the suburbs of Mexico City to help combat global warming.

In August 2012, a total of 120 employees and their families took part in such tree-planting activities. We will continue this activity into the future.



⊕ ZOOM




⊕ ZOOM



⊕ ZOOM

Employees of the Mitsubishi Electric US companies regularly invest their time, talent and treasure in the communities in which they live and work. Each principal location in the U.S. maintains an employee volunteer philanthropy committee. These committees partner with nonprofit organizations in their community, providing cash contributions, product donations, volunteer time, and MEAF (Mitsubishi Electric America Foundation) Matching Grants. Together, the committees comprise the Mitsubishi Electric Organized Volunteer Efforts —M.O.V.E. Since 1991, Mitsubishi Electric US employee volunteers have provided more than 40,000 hours of volunteer time to charities and schools in their communities.



— Learn more about activities at each U.S. location by visiting [www.meaf.org/who\\_we\\_are/#philanthropy](http://www.meaf.org/who_we_are/#philanthropy)   
Examples of Mitsubishi Electric US employees on the M.O.V.E.

### **M.O.V.E. Award for Outstanding Volunteer Project**

Each year, one outstanding US volunteer project is recognized by the Mitsubishi Electric America Foundation with the M.O.V.E. Award.

In 2012, the M.O.V.E. Award went to the solar installation project conducted by the ACTIVE committee and Green Team volunteers from Mitsubishi Electric US, Inc. in Cypress, California. Working with GRID Alternatives, a non-profit organization that works with volunteers to install solar electric systems for low-income homeowners in California, Mitsubishi Electric US employee volunteers installed a 2.1kW solar electric system on the home of a family with a child with a disability. The system will help reduce the family's energy costs.

Learn more about how this award-winning project helps the environment by visiting [www.mitsubishielectric.com/eco/activities/solar-powered-holiday-cheer.html](http://www.mitsubishielectric.com/eco/activities/solar-powered-holiday-cheer.html)

Social Welfare



 ZOOM

## Mitsubishi Electric Hallway Golf Tournament

More than 1,000 Mitsubishi Electric employee volunteers at company locations across the United States annually turn office hallways, warehouses and factory floors into miniature golf courses in an effort to help raise money for youth with disabilities. Money raised at the Mitsubishi Electric Hallway Golf Tournament is used to support schools and community organizations in their efforts to promote inclusive education. Students with disabilities play golf alongside company employees and executives, providing a fun activity for all, and raising awareness about disabilities.

Social Welfare



⊕ ZOOM

A student from a local special education class and his teacher participate in Hallway Golf at Mitsubishi Electric US, Inc. near Atlanta, Ga.

## Disability Mentoring Day & Internship Programs

At Mitsubishi Electric US company locations, employee volunteers give their time and talents to provide vocational learning opportunities for youth with disabilities. This volunteer effort is part of the Mitsubishi Electric America Foundation's vision to empower youth with disabilities to lead productive lives.

Social Welfare



⊕ ZOOM

In 2007, Mitsubishi Electric Automation, Inc. in Vernon Hills, Illinois began hosting an annual Disability Mentoring Day for students with disabilities as part of a national Disability Mentoring Day program coordinated by the American Association of People with Disabilities. Since 2007, three other Mitsubishi Electric companies in the United States have begun hosting their own annual Disability Mentoring Day projects providing opportunities for students with disabilities to gain practical work experience. Some of these students have gone on to intern at the companies. One intern participating in the Mitsubishi Electric US, Inc. annual summer internship program for students with disabilities in Cypress, California was subsequently hired by the company.

Other interns have gone on to other employment opportunities in the community. Learn more about the company's other philanthropic efforts in the U.S. to empower youth with disabilities through the Mitsubishi Electric America Foundation by visiting:  
[www.mitsubishielectric.com/company/csr/philanthropy/fndn/index.html](http://www.mitsubishielectric.com/company/csr/philanthropy/fndn/index.html)

## Preserving the Environment

From planting trees, to cleaning up beaches, to helping kids with disabilities develop an appreciation for nature, Mitsubishi Electric US employee volunteers are making a difference in their communities.

Employee volunteers from Mitsubishi Electric Automation, Inc. in Vernon Hills, Illinois participate in an annual Global Youth Service Day and Make A Difference Day to prepare a camp for students with disabilities.

Mitsubishi Electric US, Inc. volunteers in Cypress, California clean up beaches and work with students at a local special needs school to plant a garden.



Each April, employee volunteers from Mitsubishi Electric Power Products, Inc. (MEPPI) work with the Pittsburgh Sakura Project and the Japan Association of Greater Pittsburgh, to plant cherry trees in Pittsburgh's North Park. MEPPI employees also support the Woodlands Foundation—a camp for kids with chronic illnesses—by doing clean-up projects, and donating technology and HVAC equipment.

Learn about these and other environmental preservation projects by visiting [www.mitsubishielectric.com/eco/index.html](http://www.mitsubishielectric.com/eco/index.html).

Taking into account Europe's rich cultural diversity, Mitsubishi Electric Europe's CSR policy is built upon three pillars:

- Contributing to local society
- Fostering talent in young people
- Promoting biodiversity and protecting the environment

By giving back to society we are acknowledging our responsibility as a responsible corporate citizen in the communities in which we operate. By supporting local institutions and fostering cultural activities we aim to make local communities stronger, preserve cultural heritage and to provide help where it is needed the most.

Fostering talent in young people is our chance to invest in the future of our society. By providing support to cultural and sports organisations or directly supporting individuals we aim to provide opportunities for young people to make the most of their talents.

As a leading green company, safeguarding the environment and supporting local initiatives is naturally a core element of our CSR activities. In addition to donating to environmental projects, we also encourage our employees to become involved personally in projects, both during their own time and during company hours.

Young people, a functioning society and a healthy environment are all essential elements of a bright future, to which Mitsubishi Electric aims to contribute to through its on-going CSR activities.

 **France**

 **Germany**

 **Italy**

 **Poland**

 **Russia**

 **Spain**

 **UK**



Fostering young peoples' talents is a core element of our CSR activities. Providing them with a stage to showcase their remarkable abilities can provide a significant step forward in their professional career as a musician or sportsman.

We are however, equally passionate about supporting the less advantaged, and regularly become involved in projects for the disabled or for those fighting poverty.

### **Supporting the development of young musicians**

Mitsubishi Electric Europe, B.V.'s French Branch believes that young people with the ability to enhance our lives through music deserve encouragement, support and the opportunity to fulfil their dreams of having musical careers. Based on this belief, the Nanterre based branch has formed a unique association with INTRADA, an independent production label whose main objective is to discover young talented musicians and give a boost to their careers. For its part, the branch pledges to sponsor the production of one CD per year by a selected artist, and organise a prestigious concert to bring together those who appreciate great music and these talented young individuals.



### **Assisting people in need**

Mitsubishi Electric Europe, B.V. (French Branch) provides financial and material support to organisations that exist to improve the lives of those in need. This includes E.L.A., a European association which unites patients and their parents against genetic muscular dystrophy, a disease which gradually paralyses vital functions. Another organisation supported by the branch is 'Fondation pour l'Enfance' which is dedicated to providing child protection in France and other countries through specific training and activities, and whose president is Mrs. Giscard d'Estaing, wife of the former French president.





As a responsible corporate citizen we aim to give back to the communities in which we operate. Our support for local sports teams and educational or social institutions focuses on young people, who are the future of our society


In line with our environmental statement, Eco Changes, our employees regularly get involved in local environmental projects, offering their time and initiative for a good cause.

### **Clean-up Day Dusseldorf 2012**

On March 24, 2012, a team from Mitsubishi Electric Europe B.V. (German Branch) joined over 140 companies, clubs and groups for the 14th "Clean-up Day in Dusseldorf," a community activity organized by the city of Dusseldorf to beautify the banks of the Rhine River which flows through the city.

In total around 5,000 participants took part in collecting more than 22 tons of rubbish from the banks of the River Rhine.

See the TV Spot link;

[www.mitsubishielectric.de/umwelt.php](http://www.mitsubishielectric.de/umwelt.php) 

**Environmental  
Preservation**




 ZOOM

### **Donation of "Social Mobile" for the Helen Keller-School in Ratingen**

Mitsubishi Electric Europe, B.V. (German Branch) supported the financing of a van for the Helen Keller School (a school for disabled children). The van transports the children to their sports hall or other venues outside the school. The students are delighted with the vehicle, as it gives them the opportunity to reach locations outside of the school much easier than before.

**Social Welfare**



 ZOOM

In addition to our involvement with charities, we have become a strong supporter of the local events of the Special Olympics. Moreover, as a leading technology company we work closely together with the National Museum of Science and Technology "Leonardo da Vinci" in Milan, where we support their exhibitions as well as contributing to science-related public lectures.

### Supporting Special Olympics for people with intellectual (learning) disabilities

[Social Welfare](#) [Culture & Sports](#)

Mitsubishi Electric Europe, B.V. (Italian Branch) supported Special Olympics Interregional Tennis Games and International Meeting held in the Lombardy Region in Italy for people with intellectual disabilities. On Sept 21, 2012, the official opening ceremony was held with representatives of the Special Olympics Association, the Monza City Mayor, and the Presidents of Monza Province and Mitsubishi Electric Italy.

Find out more about Special Olympics at [www.specialolympics.it/](http://www.specialolympics.it/)  or [www.specialolympics.org](http://www.specialolympics.org) 



 ZOOM



 ZOOM


### Supporting local City Council's free sports program in the city park

From April to September 2012, Mitsubishi Electric Europe, B.V. (Italian Branch) has been a main supporter of "sport nel parco (Sport in the Park)" for the 3rd consecutive year. An initiative of the Council of Monza City and dedicated to citizens, the program comprises 6 months of sports activities offered free of charge and organised within one of the biggest green parks in Europe, the "Parco de Monza".

"Sport nel parco" includes 14 different categories of sport, and is promoted by the distribution of 25,000 maps, 2,000 leaflets and 800 posters throughout the city.

[Culture & Sports](#)



 ZOOM

## Science & technology education

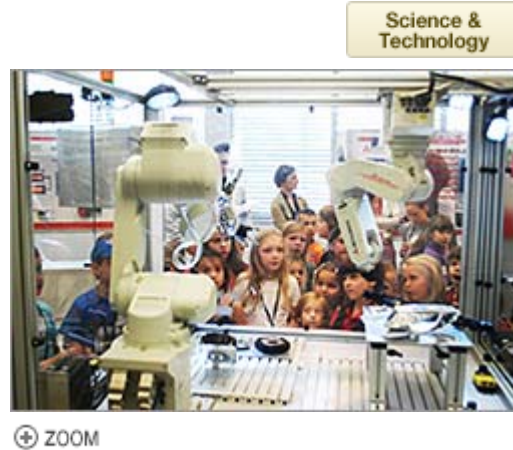
Mitsubishi Electric Europe, B.V. (Italian Branch) has become an official science and technology partner of the National Museum of Science and Technology "Leonardo da Vinci" in Milan. A long-term educational project is underway that is designed to motivate students of primary and secondary schools to take an interest in science and technology. In a permanent exhibit area at the museum dedicated to robotics which Mitsubishi Electric factory robots are integrated into special exhibits that include reproductions of technological ideas dreamed up more than 500 years ago by the great Leonardo da Vinci. Named Progetto EST (Education to Science and Technology), the project's goal is to be the biggest exhibit area in a European museum dedicated to robotics.



In Poland we work closely together with several universities, providing them with the latest factory automation equipment in order to offer students the possibility to learn about using state-of-the-art technology.

### **Young engineers visit factory automation showroom**

Fifty potential future Polish engineers from a primary school in Krakow visited the FA showroom of Mitsubishi Electric Europe's Polish Branch. The students' special task was to imagine and then draw "The Mitsubishi Electric Eco Robot of the Future," a task which they handled perfectly. An additional highlight of the day was a brief Japanese lesson, where the students learned how to write their own name using katakana. Prizes were awarded for all pictures and projects.



### **Automation and Robotics Training Center**

In cooperation with Poland's Ministry of Science and Higher Education, a cutting-edge "Automation and Robotics Training Centre" was opened in Łódź at the beginning of 2011. The centre will train over 10,000 students and teachers each year as the country races to modernize its manufacturing and production infrastructure.

Users of the centre will include practicing engineers from industry and students from the local university and Łódź Teachers Training and Education Centre. The facility is fully equipped with the latest automation products and systems from a number of internationally recognized suppliers, including Mitsubishi Electric Europe, B.V. (Polish Branch) and Festo.



In addition to giving back to the local community by supporting children's homes we aim to advance cultural exchange through our involvement with the Museum of Oriental Arts in Moscow. Furthermore we combine employee involvement with our efforts to improve the environment, through such activities as tree planting.

### **Russian Branch supports Golf Style & Music 2012 event**

Mitsubishi Electric Europe, B.V. (Russian Branch) recently supported "Golf Style & Music 2012", which was held in June at Moscow city Golf Club. This year the traditional "Golf Style" tournament joined with the charitable organisation "Hands' Music", supported by Yury Rozum - a famous Russian pianist who supports talented children of all ages. During the Spanish-styled evening celebrations there were music performances by foster-children as well as a charitable auction, with all monies raised donated to the charity fund.





In addition to our longstanding support of the Palau de la Musica award for outstanding young musicians, we have begun a cooperation with the Make-A-Wish® Foundation, which enables children between the ages of three and eighteen years, who are seriously ill, to fulfil their dreams.

### **Mitsubishi Electric supports Make-A-Wish® Foundation**

The Spanish Branch of Mitsubishi Electric Europe, B.V. has signed an agreement with the Make-A-Wish foundation to sponsor trips and experiences for children with life-threatening illnesses in 2012. The agreement was signed by the president and founder of Make A-Wish®, the Director of the Foundation in Barcelona, and the President of Mitsubishi Electric Europe, B.V. (Spanish Branch). The agreement falls within the framework of Mitsubishi Electric's corporate social responsibility plan and will enable children between the ages of three and eighteen years who are seriously ill to fulfil their dreams.

The president and founder of Illusions® Foundation / Make-A-Wish® Australia, Tania Rausell said: "We are very pleased to have the help and support of Mitsubishi Electric which will help to provide us very important resources for these children. "

"This project is very exciting," said Masayuki Kawai of Mitsubishi Electric "because there is no better purpose for us than to make these children's dreams a reality."


Social Welfare



➕ ZOOM

### **Mitsubishi Electric and Palau de la Música Catalana**

2012 marks the eleventh consecutive year that Mitsubishi Electric Europe, B.V. (Spanish Branch) has sponsored the series of concerts 'El Primer Palau'. This is an event that gives up-and-coming musicians a chance to demonstrate their talents at the prestigious Palau de la Música Catalana in Barcelona, one of the world's leading concert halls and a UNESCO World Heritage Site.

As well as enjoying famous works of music, the aim of the performances is to highlight awareness of young talent in the world of classical music. For more information visit; [www.palaumusica.org/](http://www.palaumusica.org/) 

Culture & Sports




➕ ZOOM

In the UK we have established ecology classes for children as part of our Green Gateway initiative, while our employees regularly get involved in environment-related volunteer activities. To foster cultural exchange we support the UK-Japan Young Scientists Workshops, while we aim to give back to the local community through our involvement with the Historic Royal Palaces.

### Mitsubishi Electric UK team raising money for Save the Children

The heating team of Mitsubishi Electric Europe B.V. (UK Branch) has recently raised over £10,000 from a special golf event and dinner, for Save the Children's Emergency Fund, which is ready to spring into action whenever there is a crisis or disaster worldwide. The event was part of a special fund-raising programme culminating in a charity hike to Machu Picchu in Peru in October 2012, which involved members of the heating team test their strength and endurance in an 8-day trip involving altitudes of 4,600m (15,000ft).

To make a donation please visit;  
[www.justgiving.com/mitsubishielectric-peru](http://www.justgiving.com/mitsubishielectric-peru)   
or text MEUK75£10 to 70070 (UK only)

Social Welfare




 ZOOM

### Mitsubishi Electric's award-winning Renewable Education Programme

Renewable solutions provider, Mitsubishi Electric Europe B.V. (UK Branch) received nationwide acclaim for a pioneering educational programme which aims to teach young energy consumers of tomorrow all about renewable technologies.


The branch has been offering its Hatfield headquarters as a teaching resource to schools to help pupils understand the importance of adopting 'the 3 R's' – Reduce, Reuse and Recycle. The scheme, which is called 'The Learning Curve,' involves schoolchildren visiting the company's Renewable Training Centre for a morning session which is specifically designed to fit seamlessly into the curriculum.

The initiative recently secured first prize in the Training Excellence category of The National Heat Pump Awards – an annual celebration of the best that the renewable sector has to offer. The judges called the programme, "an inspirational, exciting and totally new way to stimulate interest in renewable technology in our future workforce".

For further information, on the programme, visit the dedicated website at; [www.thelearningcurve.me.uk](http://www.thelearningcurve.me.uk) 

Environmental Preservation




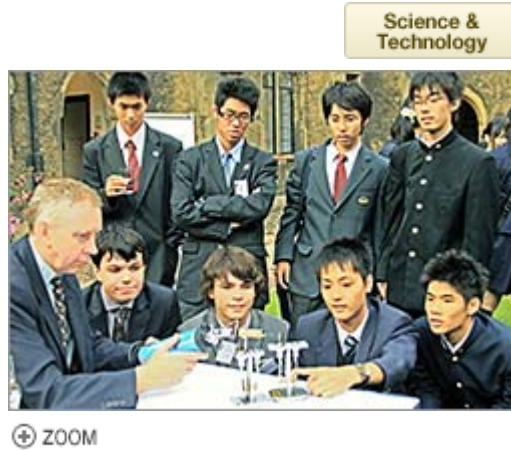
 ZOOM

## UK - Japan Young Scientists Workshop

Mitsubishi Electric Europe B.V. (UK Branch) has again supported the 'UK - Japan Young Scientists Workshop' organised by Clifton Science Trust and held in association with the Babraham Institute and the Kaetsu Centre, at Cambridge University.

In 2012 the workshop brought senior high school students together from across Britain and Japan to research and present on a wide range of topics, and similarly to last year was extended to include students from the Fukushima area which suffered during Japan's devastating earthquake and tsunami in March 2011. The student's presentations were again viewed by Lord Rees

of Ludlow, President of The Royal Society, Master of Trinity College and Astronomer Royal, who gave some of the closing remarks to the proceedings. For more information about the UK-Japan Young Scientists Programme visit; [www.clifton-scientific.org/uk-japan.html](http://www.clifton-scientific.org/uk-japan.html) 



## Mitsubishi Electric makes a world of difference in Kenya

Mitsubishi Electric Europe B.V. (UK Branch) has donated solar panels to the Akamba Children's Education Fund (ACEF) for installation at the Brainhouse Academy, in Kenya. Situated in Nairobi's Mathare North district, where many residents lack access to electricity, the school was set up by the local community to advance the education and well-being of over 900 vulnerable children in the area.

The school operates in very basic conditions with just two non-flush toilets, no running water, no electricity and no school books, but despite the extreme circumstances all the children are educated and provided with one meal a day.

Staff at the school are delighted with the gift and have described the installation of the solar panels as a dream come true.


For more information about Akamba Children's Education Fund visit; [www.acef.uk.com](http://www.acef.uk.com) 





## Mitsubishi Electric Europe continues support of Historic Royal Palaces (HRP)

Historic Royal Palaces is an independent UK-based charity which looks after and maintains the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace. Although the palaces themselves are owned by The Queen on behalf of the nation, the charity receives no funding from the Government or the Crown, and depends on the support of visitors, members, donors, volunteers and sponsors.

Mitsubishi Electric Europe B.V have supported HRP since 2010, initially as part of the re-development of the existing educational programme by funding development for interactive e-learning for schools and other organisations to learn about the palaces. More recently the company has supported the on-going project to create an online digital library from over 75,000 images in the palaces' collections. To learn more about Historical Royal Palaces; [www.hrp.org.uk/](http://www.hrp.org.uk/) 

Culture & Sports



 ZOOM

The Asia-Pacific region is a dynamic area with great diversity. For example, Singapore has achieved significant economic growth while having different languages, religions, currency and culture in a single country. India, Vietnam and Indonesia continue on their path of economic growth. While Myanmar, Cambodia, and Sri Lanka are emerging as additional developing markets. Taking into account such diverse social backgrounds, Mitsubishi Electric Group companies in this region promote a variety of activities based on our Corporate Mission in order to help address social challenges. As a corporate citizen, we listen to what a community needs and continue working on it with the local people.

While developing activities that respond to the unique needs of each local community, we also provide support to victims who suffer from natural disasters.

 **China**

 **Indonesia**

 **Japan**

 **Philippines**

 **Taiwan**

 **Thailand**

## Tree planting in the suburbs of Shanghai

Environmental  
Preservation

Mitsubishi Electric (China) Co., Ltd. sponsors a tree-planting event in collaboration with the Shanghai municipal government. It began in 2008 as part of the Mitsubishi Electric Group's environmental contribution activities.

This tree-planting activity has become an important event that blends both regional contribution and environmental preservation, and which fosters a sense of unity among employees and their family members as part of the Mitsubishi Electric Group.



⊕ ZOOM



⊕ ZOOM

In line with our CSR policy "Together we care and we share," we promote a variety of activities that enable our company employees to get involved. We CARE about local community needs, carrying out child support, educational support and environmental preservation programs together with local people. SHARING smiles and happiness with people through these activities is our great pleasure, and an incentive for future action.

### **Planting 1000 trees in West Java**

**Environmental  
Preservation**

In October 2011, more than 300 employees of P.T.Mitsubishi Electric Automotive Indonesia participated in environmental preservation activities in line with Mitsubishi Electric's environmental statement, Eco Changes – for a greener tomorrow.

Employees joined with local villagers and government workers to plant 1,000 trees (of six different types) in a city forest located in Situ Cangkuang Village, West Java. The purpose of the activity was threefold: to increase the amount of greenery in the forest; to make the area even more appealing to visitors and tourists who come to see the village's historical sites; and to help increase the water retaining capacity of the land. In addition, the company volunteered to carry out tree maintenance for one year, and also took the opportunity to donate school supplies to three elementary schools in the area around the village.



 ZOOM



 ZOOM

## Volunteer activities at neighboring junior high school

Social Welfare

From April through June 2011, volunteers from P.T.Mitsubishi Electric Automotive Indonesia visited a nearby junior high school to donate field blocks and paint classrooms. The school, located far away from the main roads, received somewhat less attention than other schools in the community, and was also the only school in the region whose grounds were still comprised of just red soil. Fulfilling a wish from the school, the company donated paving blocks for the school grounds, to keep water from forming puddles when raining. Some 15 company employees also helped with painting six classrooms, making the rooms brighter than before. In addition, the company donated a semi-used 29" television to the school.



⊕ ZOOM



⊕ ZOOM

## Sharing happiness with children at children's homes

Social Welfare

In August 2011, P.T.Mitsubishi Electric Automotive Indonesia carried out an activity under the theme of "sharing happiness with children living in children's homes." In joint cooperation with the Musholla Committee, some 75 children from three nearby children's homes were invited to the event, held as part of the Lebaran\* celebration. Children were given books and school supplies such as pencils, erasers and sharpeners, and a "sarung" (garment that can be used for prayer or as a blanket for sleeping). A monetary donation was also made. At the commemorative dinner children enjoyed their meal together with company employees, and were entertained by a children's storyteller arranged by the company in coordination with McDonald's.



⊕ ZOOM

\* Lebaran: a holiday marking the end of the Ramadan month of fasting; it is considered a very happy day by Muslims in Indonesia.



In 1990, the Philanthropic Activity Committee was established, and Group-wide initiatives were begun based on activities that had been implemented by each office until then. In response to local needs, each office now engages in philanthropic activities in five main areas (social welfare, environmental preservation, science & technology, contribution to local communities, and culture & sports). In recent years, particular emphasis is placed on the three areas of social welfare, environmental preservation, and science & technology.

**SOCIO-ROOTS Fund**

The Mitsubishi Electric SOCIO-ROOTS Fund is our main program in the field of social welfare. It was established in 1992 as a gift program in which the company matches any donation made by an employee, thus doubling the goodwill of the gift. Many employees participate in the Fund each year. As of March 2013, the Fund had provided a total of approximately ¥950 million to some 1,570 various social welfare facilities and programs.

Social Welfare



In recent years, we have extended the scope of our donations to include social welfare activities related to environmental preservation and disaster relief.

April 2012 marked the 20th anniversary of the Mitsubishi Electric SOCIO-ROOTS Fund. Looking ahead, Mitsubishi Electric will continue to value the goodwill of our employees and make steady efforts to develop activities rooted in local communities.

**Support for victims of the Great East Japan Earthquake**

Pictures of presentation ceremonies



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In response to requests from employees, an ongoing program to collect donations from company employees was organized in 2011 to help orphans of the Great East Japan Earthquake. In fiscal 2011, the Fund donated a total of 17 million yen to seven foster homes in Fukushima Prefecture and a scholarship foundation in Miyagi Prefecture for children who lost their parents in the earthquake.

In fiscal 2012, the Fund recognized the importance of not only support for orphans but also mental health treatment for children who suffered and lost an important person in the earthquake. The Fund donated a total of 33.5 million yen to seven foster homes in Fukushima prefecture as well as to the "Children's Grief Support Station" and "Ashinaga," nonprofit organizations/scholarship foundations active in Iwate, Miyagi and Fukushima Prefectures.

## "Satoyama" Woodland Preservation activities

Environmental  
Preservation

The "Satoyama" Woodland Preservation Project is a vital program in the field of environmental preservation.

Mitsubishi Electric launched the "Satoyama" Woodland Preservation Project in October 2007. Under the slogan, "down-to-earth and sustainable," we will continue to pursue phased nature conservation activities that take into consideration the state of the natural environment. By encouraging our employees to play a direct part in the development of safe regional communities, we are seeking to deepen communication with local residents.

More about Satoyama



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Our Chairman, President & CEO and other corporate officers are proactively involved.



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## Science & Technology

Science &  
Technology

As befitting an electronics manufacturer, Mitsubishi Electric contributes to fostering an inquiring mind and a desire for learning among young people who will take on the challenge of supporting the new technologies of tomorrow. In 2010, science workshops were launched in phases to teach children about the "key technologies" behind and unique mechanisms of Mitsubishi Electric products. The workshops are implemented on the initiative of Mitsubishi Electric employees, who act as teachers in communicating how fun science can be, and allow children to learn in an enjoyable manner by participating in experiments and quizzes.



+ ZOOM

experiment of "Diamond Vision OLED"



+ ZOOM

examining circuit breaker and power management meter



### Community Tree Planting for Earth Day Celebration

On April 26, 2013, in celebration of Earth Day, 10 employees of Laguna Auto-Parts Manufacturing Corporation (LAMCOR), who are also members of the Environmental Management Systems (EMS) Clean and Green Committee, participated in a tree-planting activity organized by our municipality, Santa Rosa, Laguna, Philippines. This activity replaced the Laguna Lakeshore Clean-up Event, which we also participate in every year. Under the theme of "Making Santa Rosa a Low-carbon and Sustainable City, 2013 and Beyond," various companies and non-government organizations within Santa Rosa took part in planting 1,000 trees on donated vacant land. The trees were planted in the morning under the searing heat of the sun, so participants commented that it was hot and tiring work but also fulfilling because they knew they were contributing to healthier air for their community.

Environmental  
Preservation



⊕ ZOOM

Planting trees for a low-carbon community

### Fun Run: Step Up to the Challenge of Climate Change

On April 21, 2013, 21 "health-enthusiast" employees of LAMCOR participated in a fun run sponsored by the municipality of Santa Rosa, Laguna, Philippines. Although the activity was held early on a Sunday morning, the enthusiasm of the participants was high and they were able to enjoy the run despite the early start. Participants, who perhaps were also hoping to burn unwanted calories, opted to run 5, 10 or 20km. Organized to raise funds for the rehabilitation of a river watershed in Santa Rosa, the fun run's slogan was "Save Santa Rosa River."

Social Welfare



⊕ ZOOM

Fun run, a popular activity for a worthy cause

### Scrap Item Design-making Contest

To support the Reuse, Reduce, Recycle principle of EMS, the EMS Donation and Recycling Committee of LAMCOR initiated a contest open to all regular employees called "Basura Mo Pakinabangan Ko (Your Waste is My Gain)." The concept of the contest is for employees to design items of practical use to the LAMCOR Activity Garden using only LAMCOR scrap materials. The contest ran for two months: one month for submission of entries and one month for fabrication of the winning item. Of the total 17 entries received, the winning item was a table and bench set made from scrap pallet. The flower accessories were made from folders (office scrap), string and carton pads (packing scrap) and wood swatches (carpentry scrap). The award was presented in time for the Earth Day celebration on April 22, 2013.

Environmental  
Preservation



⊕ ZOOM

Waste can be made into something



## Pineapple Planting for Earth Day Celebration

Every year, LAMCOR devises internal activities in celebration of Earth Day. This year, on April 22, 2013, the EMS Clean and Green Committee, together with the LAMCOR Management Committee, planted 30 pineapple cuttings on unused, vacant land in close proximity to the company. The goal of this activity is to grow fruit-bearing plants close to LAMCOR to allow employees or visitors to enjoy tasting the fruit at harvest time. Pineapple plants were chosen because they do not grow to a large size, thus only requiring a little space, and because they are low-maintenance and do not require frequent watering. Best of all, pineapples are rich in vitamins and minerals. In about a year's time, we hope to taste the "fruits of our labor."

Social Welfare



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Planting today to harvest the "fruits of our labor" tomorrow

As a citizen of the Taiwanese Enterprises, our company has been actively participating in many kinds of social charity events, enabling us to help bring brightness and inner value to the public.

**Recycling used clothing**

Mitsubishi Electric Taiwan Co., Ltd. places a recycling box for used clothes in its Taipei office during each Chinese New Year to support the Taipei Hsinye Mental Rehabilitation United Families Association (Hsinye). Hsinye offers assistance to people with mental illnesses to support their return to society and recycling clothes is the one of their programs that promotes social independence. Mitsubishi Electric Taiwan employees donated used clothes to help support the independence of people with mental disabilities and benefit the environment.

Social Welfare



⊕ ZOOM

Certificate of appreciation from Hsinye to Mitsubishi Electric Taiwan Co., Ltd.

**Donation to save endangered species**

Mitsubishi Electric Taiwan Co., Ltd. made a donation to Taipei Zoo in 2012. With this support, the zoo can rear Formosan sika deer, an endangered species. In 2013, we continued this support.

Social Welfare



⊕ ZOOM

Presentation ceremony at Taipei Zoo

With the idea of "direct and meaningful contribution to Thai society," Group companies in Thailand and the Mitsubishi Electric Thai Foundation promote a variety of community-based activities. In order to contribute further to the development of Thai society as a corporate citizen, we continue our efforts by listening to what society needs.

**"Run for Health" campaign for celebrating the 40th anniversary**

**Culture & Sports**    **Social Welfare**

The year 2012 is the 40th anniversary of Mitsubishi Electric Kang Yong Watana Co., Ltd. in Thailand. It hosts the "Run for Health" charity campaign which was one of its special events celebrating the anniversary. The purpose of this mini-marathon is to communicate with local people, and to raise funds from the races in order to donate medical equipment to local public facilities. Mitsubishi Electric Kang Yong Watana Co., Ltd. is hosting this campaign in six areas, including Phuket, Pisanulok, Surat Thani, Kanjanaburi, Chiang Rai and Pattaya Chonburi.



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**Repainting of a school building**

**Social Welfare**

Every year, members of Mitsubishi Electric Automation Thailand Co., Ltd. support a local school by renovating its school buildings and donating school materials. For the year 2013, in March, we helped Wat Ko Suparat School in Ang Thong Province repaint the school buildings and repair the desks and chairs. A total of 110 employees all wearing the same-design pink T-shirt worked together with hopes that the children will enjoy studying in their newly painted schoolhouse. After completing the task, the volunteers were rewarded with comments of delight from the children and teachers that their school looks almost new again.



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**Volunteer activities by Mitsubishi Electric Companies in Thailand**

**Social Welfare**

Every year, Mitsubishi Electric companies in Thailand jointly engage in volunteer activities under the support and coordination of the Mitsubishi Electric Thai Foundation. For fiscal 2013, the foundation selected a school in Chachoengsao Province as the beneficiary of the activities, and in April, more than 370 employees

and local people participated in painting the school buildings as well as repairing desks and chairs.

These activities are very rewarding as it is easy to see how the contributions make a difference to children at schools. At the same time, the selfless nature of the volunteer activities provides a chance for spiritual development.



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## Mitsubishi Electric America Foundation

Social Welfare



Since 1991, the Mitsubishi Electric America Foundation (MEAF) has been dedicated to helping youth with disabilities maximize their potential and participation in society by implementing National Grant and Employee Volunteer Programs in the United States. To date, MEAF

has invested more than \$11 million in innovative projects and employee volunteers have given an estimated 45,000 volunteer hours to promote the full inclusion of youth with disabilities. Currently, MEAF makes grants that empower youth with disabilities to lead productive lives by focusing on:

- [Leadership Development](#)
- [Employment Preparation](#)
- [Ability Awareness](#)

To learn more about MEAF and its activities, please visit [www.MEAF.org](http://www.MEAF.org)

### Leadership Development

By developing their leadership and self-advocacy skills, youth with disabilities will be prepared to successfully transition to adulthood and inclusive employment. Strategies MEAF has supported with recent grants include: Self-Advocacy, Service and Volunteerism, and Youth and the Environment, such as:

The I am Norm Campaign and Autistic Campus Inclusion Program are two examples of projects MEAF supports that are helping youth with disabilities develop their leadership and self-advocacy skills. Projects like these help empower youth so they are better prepared to enter the workforce after graduation.

The Corps Network's Inclusive Crew Model, which provides tools to national service and volunteer programs, such as Americorps, so youth with disabilities can work in the nation's parks and forests where they gain an appreciation of nature, and valuable leadership and career skills.

Wilderness Inquiry, which provides youth with disabilities an opportunity to participate in adventure leadership programs where they gain valuable social and problem-solving skills that will help them attain and keep a job upon graduation.

Visit [www.meaf.org/what\\_we\\_do/leadership\\_development](http://www.meaf.org/what_we_do/leadership_development) to learn more about the Leadership Development strategies MEAF supports.



ZOOM

### Employment Preparation

By providing opportunities for practical work experiences, youth with disabilities will have the employment skills they need to succeed in competitive jobs. Strategies MEAF has supported with recent grants include: Mentoring & Internships, Workforce Readiness, and Careers in Science and Technology, such as:



The American Association of People with Disabilities' (AAPD) Pipelines of Talent Program, which expands AAPD's successful Disability Mentoring Day program into a year-long mentoring, shadowing and internship experience for students with disabilities so they can gain practical work experience. Mitsubishi Electric US companies serve as mentoring and internship sites for the program.

The American Association of People with Disabilities' Summer Internships Program, which MEAF has supported since 2002, placing nearly 200 college students with disabilities in summer internships in Congressional Offices, Federal Agencies and nonprofit organizations in Washington, DC. Many of these interns have gone on to careers in Federal Government and the private sector.

Project SEARCH, which provides students with intellectual disabilities an opportunity to intern in companies during their last year of high school followed by placement into competitive jobs. MEAF provided the initial funds to expand the program, which is now in over 200 sites worldwide.

Visit [www.meaf.org/what\\_we\\_do/employment\\_preparation](http://www.meaf.org/what_we_do/employment_preparation) to learn more about the Employment Preparation strategies MEAF supports.



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## Ability Awareness

By improving awareness of inclusive practices and focusing on people's abilities, attitudes will change and barriers will be broken so that ALL youth are empowered. MEAF supports this strategy through grants focused on Inclusion, Access, and Raising Awareness, such as:

The Girl Scout Council of the Nation's Capital Include All Girls Initiative, which collects and shares promising practices on how to fully include girls with disabilities with Girl Scout councils across the U.S.

The U.S. Business Leadership Network's Disability Supplier Diversity and Career Link Mentoring Programs, which provides entrepreneurs and youth with disabilities access to opportunities so they can demonstrate their ability leading to productive lives.

Mitsubishi Electric Organized Volunteer Efforts (M.O.V.E.), which harnesses the power of employee volunteers to make a difference in their communities and for youth with disabilities through: foundation Matching Grant programs, support of fundraising projects like the annual Hallway Golf Tournament, and presentation of the annual M.O.V.E. Award for innovative volunteer projects, such as installing solar panels on the home of a child with a disability to help reduce the family's energy costs.

Visit [www.meaf.org/what\\_we\\_do/ability\\_awareness/](http://www.meaf.org/what_we_do/ability_awareness/) to learn more about the Ability Awareness strategies MEAF supports.



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**Mitsubishi Electric  
America Foundation**

**Mitsubishi Electric  
Thai Foundation**

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## Mitsubishi Electric Thai Foundation

Social Welfare

Science &  
Technology

Founded in 1991, the Mitsubishi Electric Thai Foundation (METF) supports the education of tomorrow's engineers by providing scholarships to engineering students at Thai universities. METF also provides special grants to grade schools recommended by the Thai Ministry of Education to support their lunch program. In recent years, METF is enhancing its effort by also organizing employee-driven volunteer activities at local grade schools.

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## Celebrating its 20th anniversary

On the occasion of the Foundation's 20th anniversary in 2011, yet another regional university in Thailand was included among the universities participating in the fiscal 2012 scholarship program, and Japanese books were donated to the university for the benefit of students in its Japanese Language Department.

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## Scholarship program

The METF launched a scholarship program in 1993 to promote science and technology development in Thailand. Every year, 45 students in three engineering universities in Thailand are selected to receive the scholarship. Recipients are students who excel in academics but are not able to receive sufficient financial resources from their family to devote themselves to their studies.

In fiscal 2012, another regional school was included in Mitsubishi Electric's Scholarship program.

Science &  
Technology



⊕ ZOOM



## Support program for grade school lunches

Social Welfare

Since 1999, the METF annually has granted 30 elementary schools recommended by the Thai Ministry of Education a sum of money to buy feed and fertilizer with which to grow crops and cultivate livestock. These provisions are then used to provide nourishing lunches to schoolchildren in need. At the same time, the program teaches children about the importance and joys of growing and raising food.



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## Volunteer activities at local schools

This program works with Mitsubishi Electric's subsidiaries in Thailand to promote volunteerism in schools.

Participants work together with pupils and teachers to plant trees, clean up school grounds, paint school buildings, and repair desks and chairs. Through working together in this way, a sense of the importance of taking care of what we own is instilled in pupils.



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## Student internships at Thai business locations

Every year, Mitsubishi Electric's manufacturing companies in Thailand offer internships to groups of seven to ten senior students from local universities to learn about technology through onsite hands-on experience. A total of more than a hundred students have participated in the program as of fiscal 2012.

Here is a list of Mitsubishi Electric Corporation's disaster relief activities over the past few years.

**Nov 12, 2013**

Mitsubishi Electric to Support Typhoon Relief Efforts in Philippines

**Apr 23, 2013**

Mitsubishi Electric to Support China Earthquake Relief Efforts

**Oct 27, 2011**

Mitsubishi Electric to Support Turkey Earthquake Relief Efforts

**Oct 17, 2011**

Mitsubishi Electric to Support Thailand Flood Relief Efforts


**Apr 27, 2011**

Mitsubishi Electric Doubles Employee Donation for Japan Earthquake Disaster Relief Efforts

**Mar 14, 2011**

Mitsubishi Electric to Support Japan Earthquake Disaster Relief Efforts

**Apr 26, 2010**

Mitsubishi Electric Announces Donation to Assist Victims of China Qinghai Earthquake. 

**Mar 12, 2010**

Mitsubishi Electric Announces Donation to Assist Victims of Chile Earthquake. 

[Click here to see our disaster relief activities in 2009 and before.](#)

Here is a list of Mitsubishi Electric Corporation's disaster relief activities in 2009 and before.

## **2009**

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### **West Sumatra Earthquake Relief Donation (Indonesia)**

In response to the earthquake disaster in West Sumatra, Indonesia on September 30, 2009, Mitsubishi Electric Automotive Indonesia made a donation for earthquake victims through a reliable foundation. Using the donation, the foundation helped by building temporary housing for the victims who had lost their homes. By January 8, 2010, some 1005 temporary houses were given to the West Sumatra government.

In this case, the company donated Rp. 50.000.000 (approximately US\$ 5000), while many employees also voluntarily donated a total of Rp. 2.000.000 (around US\$ 200).

### **Typhoon Morakot Relief Efforts (Taiwan)**

In August 2009, Taiwan was hit by Typhoon Morakot. Extreme rainstorms triggered enormous mudslides and severe flooding. In southern Taiwan, a whole village was buried under a mudslide. Mitsubishi Electric Taiwan Co., Ltd. donated approximately 10.6 million yen that included "a day's pay" contribution from employees to aid the victims of this tragic disaster. The company's business divisions offered to repair damaged air-conditioning units and CNC products at a reduced service fee for the victims.

## **2008**

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### **Iwate-Miyagi Earthquake Relief Fund (Japan)**

On Saturday, June 14, 2008, a great earthquake struck Iwate and Miyagi Prefectures and brought massive damage to the region. Mitsubishi Electric donated 2.5 million yen each to the two prefectures, totaling 5 million yen, through a prefectural community chest as relief aid for the affected areas.

### **Sichuan Earthquake Relief Efforts (China)**

In direct response to the devastating earthquake that struck Sichuan and neighbouring provinces in China on the afternoon of May 12, 2008, Mitsubishi Electric Group companies donated approximately 50 million yen to aid and support the the victims of this tragic disaster. The earthquake claimed more than 69,000 lives, and damage is still extensive in the afflicted areas. Mitsubishi Electric worked fast to provide funds to help in the immediate aftermath of the quake.

## 2006

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### Java (Indonesia) Earthquake Relief Efforts

Mitsubishi Electric Corporation offers its heartfelt condolences to all victims of the devastating earthquake that occurred in central Java on May 27, 2006. The company has announced the donation of at least 5,000,000 yen in aid in response to the tragedy, and is currently assessing the local situation in order to best determine when and to which organizations the funds should be dispensed. Mitsubishi Electric sincerely hopes for the quick recovery and reconstruction of the affected area.

## 2005

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### Hurricane Katrina Relief Efforts (USA)

In late August 2005 a major storm surge caused by Hurricane Katrina wreaked havoc along the coastlines of Louisiana, Mississippi, and Alabama in the United States. The levees separating Lake Pontchartrain from New Orleans were breached and about 80 percent of the city went underwater. More than 1,400 people have been confirmed dead and another 3,200 remain unaccounted for, possibly swept out to sea. Thousands more were evacuated from New Orleans and other areas to various shelters and homes throughout the United States.

Mitsubishi Electric's Hurricane Katrina disaster relief efforts have included donations by individuals along with matching funds by the MEAF's [Starfish Matches](#) program, generating more than \$43,000 for victims. MEAF also gave \$10,000 to the Disability Funders Network Disaster Relief Fund to assist people with disabilities affected by disaster. MEAF and [Mitsubishi Digital Electronics America](#) representatives helped facilitate the donation of 16 HDTVs to go to schools serving special-education students on the Mississippi Gulf coast. In addition to such cash and materials donations, employee volunteers collected food, blankets, and other essential items to send to the stricken region.

"I learned about your generous contributions to help the victims of Hurricane Katrina. I appreciate your efforts, and our whole Nation is grateful for your kindness... The good works of Mitsubishi Electric demonstrate the character and great strength of our Nation."

**US President George W. Bush**

October 20, 2005

### Aid to Fukuoka Earthquake Victims (Japan)

On March 20, 2005, a powerful earthquake struck the west coast of Fukuoka Prefecture in Japan, injuring hundreds and forcing a number of victims to move to temporary housing on Genkai Island due to the resulting devastation. Mitsubishi Electric made monetary donations and provided commodities like washing machines and materials like helmets, blankets and drinking water to the Fukuoka City government.

### **Asian Tsunami Relief**

On December 26, 2004, a massive undersea earthquake lasting more than ten minutes occurred off the coast of Sumatra, Indonesia in the Indian Ocean, resulting in a devastating tsunami that killed more than 280,000 people, making it one of the most deadly disasters in modern history. More than 1.1 million people were displaced from their homes, and countries affected included Indonesia, Sri Lanka, India, Thailand, the Maldives, Somalia, Myanmar, Malaysia, Seychelles and others. Many tourists were also affected, and countries like Sweden and Germany lost over 500 citizens in the disaster. The outpouring of humanitarian relief was unprecedented, and various Mitsubishi Electric group companies around the world as well as the Mitsubishi Electric America Foundation made donations totaling 50 million yen to such relief organizations as the Thai Red Cross Society, American Red Cross Society, British Red Cross Society, and others.

### **Benefit Concert for Sumatra Earthquake Victims (Japan)**

The 2004 Indian Ocean Earthquake off the coast of Sumatra, Indonesia motivated an outpouring of relief from all over the world. At a Mitsubishi Socio-Tech Wind Orchestra concert at Japan's Kamakura Performing Arts Center soon after the tragedy, audience donations were collected and passed along to the Japanese Red Cross Society.

### **Chuetsu Earthquakes (Japan)**

The Mid Niigata Prefecture Earthquake of 2004, also known as the Chuetsu Earthquakes, was a series of earthquakes that rocked Niigata Japan on October 23, 2004, with magnitudes reaching 6.9 on the Richter scale. More than 3,000 injuries were reported, dozens of people lost their lives, and thousands had to be evacuated from their homes. The earthquakes caused much damage to property and municipal facilities, and even derailed a Shinkansen (Bullet train) for the first time in its history. Mitsubishi Electric donated 51 million yen to social welfare facilities as well as various relief efforts.

### **Get-Well Fund for Chuetsu Earthquake Victims (Japan)**

On October 23rd, 2004 a major earthquake struck the Chuetsu area of Japan, leaving devastation in its wake, killing dozens, and injuring thousands. Mitsubishi Electric's relief efforts included the donation of 10 million yen and hundreds of kerosene fan heaters to the Niigata Prefecture Office of Disaster Countermeasures. In addition, the Mitsubishi Electric SOCIO-ROOTS Fund contributed 23.48 million yen, including 11.74 million yen collected through employee donations.

### **September 11, 2001 (USA)**

The terrorist attacks in the United States that occurred on September 11, 2001 motivated an outpouring of volunteer efforts by employees of Mitsubishi Electric group companies. Mitsubishi Electric Power Products in Pennsylvania made an initial contribution of \$100,000 to create the Heroes of Flight 93 Memorial Fund to honor the 33 crew and passengers of the doomed United Airlines flight with a memorial at the crash site in Somerset, Pennsylvania. An employee matching gift program helped generate additional dollars for the Fund. Employees of Mitsubishi Electric Automotive America in Ohio created and sold patriotic pins, buttons and shells and donated the proceeds to American Red Cross Relief efforts.

Employees of other group companies threw potluck and pizza fundraising lunches, and others sold ribbons and flags to raise money. In an effort to encourage blood donations at all US locations, the Mitsubishi Electric America Foundation matched every blood donation with \$10 for the American Red Cross. Mitsubishi Electric in Japan applied the matching gift system of SOCIO-ROOTS to match cash contributions made by individual employees in Japan. Altogether, donations at Mitsubishi Electric in the US and Japan exceeded US\$1.2 million.