

Philanthropic Activities 2012



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Three Key Areas of Emphasis

Social Welfare

Supporting social welfare programs in Japan and overseas designed to help people live fuller lives.

Environmental Preservation

Activities, technologies and products that make Mitsubishi Electric a Socially Responsible Investment.

Science & Technology

A major driving force in the development and application of technologies that turn bold new ideas into the things that make the modern world work.

Other Philanthropic Activities

Philanthropic Foundations

Culture & Sports

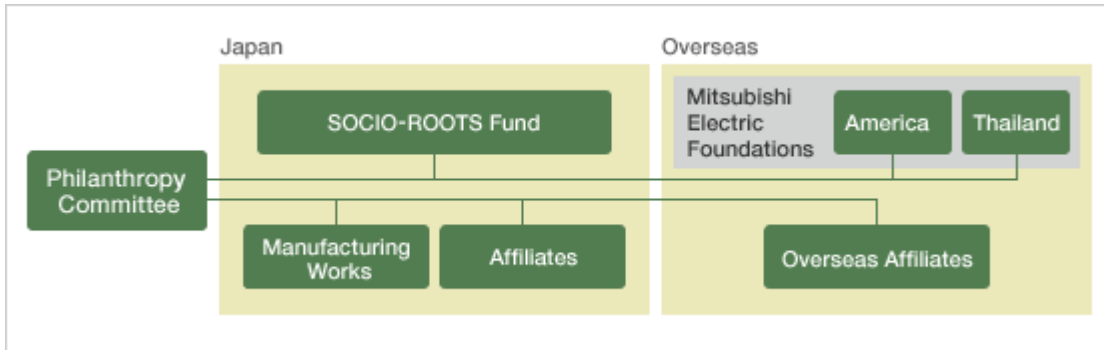
Disaster Relief

Past Activities

■ Milestones

■ Archives

Philanthropy Promotion Organization



Aiming for CO₂ reduction of
1kg per person per day



Helping People Live Fuller Lives

Mitsubishi Electric funds and supports social welfare programs in Japan and overseas designed to help people live fuller lives, and help them make meaningful contributions to their local communities.

SOCIO-ROOTS Fund

The Mitsubishi Electric SOCIO-ROOTS Fund 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 2012, the Fund had provided a total of approximately ¥900 million to some 1,500 various social welfare facilities and programs.

In recent years, we have extended the scope of our donations to include social welfare activities related to environmental preservation and disaster relief. In fiscal 2008, we made contributions to the Children's Forest Program in Malaysia organized by OISCA (an international NGO engaged in agricultural development and environmental protection activities, mainly in Asia and the Pacific region) and participated in local tree-planting activities under a framework that brings together the Fund and our corporate achievement award system.

In fiscal 2010, we contributed part of the cost of introducing a photovoltaic power generation system to a children's home through the gift program. We matched the amount donated by a recipient of a Mitsubishi Electric Corporate Award and contributed the combined amount to the children's home, with hopes of nurturing children's awareness of environmental preservation, energy conservation, and ecological issues.

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.



Afforestation activities in Malaysia



Presentation held for OISCA



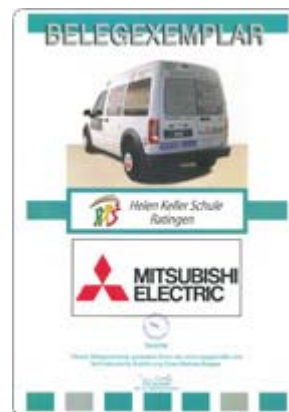
Presentation to the Seikou Gakuen children's home



Photovoltaic panels installed on roof

Donation of "Social Mobile" for the Helen Keller-School in Ratingen (Germany)

Mitsubishi Electric's 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 other locations much easier than before.

Concert for Japan Earthquake (Poland)

In July 2011 the Polish Information and Foreign Investment Agency and the Japan Commerce and Industry Association in Poland organized a charity concert for the Great East Japan Earthquake disaster, during Tanabata Night in Warsaw. The Tanabata Night event was held by the Ministry of Economy, the Embassy of Japan in Poland and the JICA Alumni Association in Poland (JAAP). One of the main sponsors of the event was Mitsubishi Electric. Proceeds from ticket sales and all contributions from sponsors were donated to the Japanese Red Cross.



Environmental Education and Donation at Elementary School (Philippines)

In March 2011, the Donation and Recycling Committee of Laguna Auto-parts Manufacturing Corporation planned and carried out an environmental orientation and school supplies donation activity at the nearby Aplaya Elementary School. The objective was to foster in young pupils an awareness of the importance of caring for the planet, teaching them the basics of cleaning, waste separation, and water and electricity conservation. Cleaning materials, such as dustpans and trash bins made from recycled treated cans were donated to the school. 222 grade-three pupils also received basic school supplies. The children's smiles made the half-day event that much more significant and rewarding to the company employees who participated.



Christmas Gifts for Residents of Home for the Aged (Philippines)

In the spirit of Christmas and as part of Laguna Parts Manufacturing Corporation's community service, in December 2011 the company's Donation & Recycling Committee visited aged persons at the "Tahanan ni Maria" (Home of Mary) facility for the aged. The visiting group donated to the institution groceries, sacks of rice and first aid kits for the residents' general use. In addition, each of the 52 elderly residents, aged 60 and above, was given packed snacks or food, and a gift item.



Eager to talk to someone as they are seldom visited by their relatives, the residents of the Home of Mary shared their stories and sentiments with the participants from the company. In return, company employees, with the participation of the elderly residents, also provided entertainment by singing and dancing together.

Volunteer Activities at Neighboring Junior High School (Indonesia)

From April through June 2011, volunteers from 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.



Sharing Happiness with Children at Children's Homes (Indonesia)

In August 2011, 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.



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

Mitsubishi Electric Europe's Russian Branch Continues Support For Children's Charity And Organizes Educational Trips to The Museum of Oriental Art (Russia)

Continuing their traditional program of corporate social responsibility, in 2011 the Russian Branch of Mitsubishi Electric Europe BV donated a number of specially designed medical beds to a children's home located in Mary El Republic, and organised trips for children at local foster homes to the Museum of Oriental Art in Moscow. During the visit the children viewed art from Japan and China and ate an authentic Japanese meal. After the event the children received presents of backpacks and stationery to benefit their future studies. Commenting on the impressions the children took from the day their teachers said "the boys were most strongly impressed by the Samurai weapons and the girls by a collection of kimono and ancient wooden shoes. Noritsugu Uemura, General Director of Mitsubishi Electric Europe's Russian branch commented "We are very pleased that the events have been so successful and the children enjoyed them. We wanted to offer the children new experiences and I think we succeeded in that. We hope that these few hours spent within the Museum of Oriental Art will be remembered by them for a long time to come and encourage them to learn about the culture and traditions of the land of the rising sun as much as possible."



Repainting of a School Building (Thailand)

On April 30, 2011, members of Mitsubishi Electric Automation Thailand helped repaint the buildings at a school in Huai Kasian in Prachinburi Province. More than 100 employees donning the same orange T-shirt worked together under the theme, "Let's spend the day doing a good deed" with hopes that the children will enjoy studying in their newly painted light-blue schoolhouse. After completing the task, the volunteers were rewarded with words of delight from the children and teachers that their school looks almost new again.



Mitsubishi Electric Hallway Golf Tournament 2011 (USA)

For the fourth year in a row, more than 1,000 Mitsubishi Electric employee volunteers at seven company locations across the United States turned 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 in 2011 was used to support schools and community organizations in their efforts to promote inclusive education. As in years past, students with disabilities played golf alongside company employees and executives.



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

Volunteer Activities by Mitsubishi Electric Companies in Thailand (Thailand)

Every year, Mitsubishi Electric companies in Thailand jointly engage in volunteer activities under the support and coordination of the Mitsubishi Electric Thai Foundation. The foundation selected a school in Prachinburi Province as the beneficiary of the activities for fiscal 2011, and as many as 169 employees participated in planting trees and vegetables, repairing playground equipment, and painting the buildings at the school in January 2011. The school is affiliated with a temple, and consists of a preschool and primary school with a combined total of 53 students. The volunteers spent the day working alongside the students, and received heartfelt gratitude from the teachers and students once their work was done.



Recycling Used Clothing (Taiwan)

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.



Assisting People in Need (France)

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



Volunteer Tree Pruning at the Homes of Elderly People Living Alone (Japan)

Every year since 1998, the Mitsubishi Electric Gunma Volunteer Club has been offering a tree-pruning service to elderly citizens who live alone. An average of 30 members take part in the activity each year, cutting branches from garden trees that have grown and expanded during the year. The volunteers say the most rewarding moment is when the homeowners thank them for their service.



Focusing on the Environment

Mitsubishi Electric was early to start focusing on environment-related responsibilities. Back in 1960 the company started implementing manufacturing processes that consciously strived to reduce waste. Over the subsequent decades Mitsubishi Electric developed purification and recycling technologies that we not only use ourselves, but also make available to other manufacturers. For more information on Mitsubishi Electric's environmental policies, practices and products, [click here](#).

"Satoyama" Woodland Preservation Activities (Japan)

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.

Closer to our head office, we continue to cooperate with Sumitomo Forestry Co., Ltd. in restoring the natural woodlands of Mount Fuji. Our Chairman, President & CEO and other corporate officers are proactively involved.



Other Satoyama Activities

Nagoya · Chubu Branch Office Regions
Shizuoka Region Itami Region
Kyushu Branch Office Region

Kobe Region
Fukuyama Region

Nakatsugawa Region
Sanda Region

[More about Satoyama](#) 

"Satoyama" Woodland Protection Activities

Creating a Healthy Forest (Nagoya - Chubu Branch Office Regions, Japan)

In the Nagoya region, Mitsubishi Electric was one of the first companies to sign a forest development agreement with Aichi Prefecture in October 2007, and has since been promoting satoyama preservation activities in the Togokusan¹ prefectural forest located in the Moriyama District of Nagoya City together with local residents and related organizations, under the guidance of forest experts.



In addition to forest development and beautification activities, Mitsubishi Electric's Nagoya Works also hosts nature observation events that teach children about the preciousness of nature, as well as handicraft classes that make creative use of forest thinnings and other materials found in the mountains. These events are conducted with the cooperation of forest instructors from the Aichi Moriyama Shizen-no-kai² local forest preservation organization, to provide opportunities for children to interact with nature.

These activities expanded in fiscal 2011 with the participation of the Chubu Branch Office. Together, Nagoya Works and the Chubu Branch Office plan to continue their participation to provide nature interaction opportunities to even more participants, and promote awareness of the environment.

NOTES:

- 1: Togokusan: A roughly 5-hectare prefectural forest in the Moriyama District of Nagoya City, which serves as the center of the satoyama preservation program based on a forest development agreement signed by Nagoya Works and Aichi Prefecture.
- 2: Aichi Moriyama Shizen-no-kai: A local forest preservation organization, which supports Nagoya Works' satoyama preservation program by providing assistance and cooperation in planning and implementing activities.

Activities at the Aburai Chinju Woodlands (Kobe Region, Japan)

In 2007, Mitsubishi Electric's Kobe Works recruited volunteer members and established the Social Contribution Club. The Club meets seven times a year and carries out a variety of environmental preservation activities in a common forest located in the Aburai district of Sasayama City, Hyogo Prefecture. The Club also meets regularly with the Aburai Group to Protect the Local Shrine Grove – a group founded jointly with the local community, local government, and Mitsubishi Electric – to discuss upcoming activities.



In order to create a playground for children, the Social Contribution Club is focusing its efforts on thinning a natural forest that has been abandoned for 40 years and creating nature trails. Presently, it is developing the area so that children's forest observation tours and workshops can be held. The exposure to fresh forest air, the therapeutic effect of the woods and direct interaction with the trees also benefits the members of the Club, who are energized by their activities there.

MV Club Environmental Volunteers (Nakatsugawa Region, Japan)

In the Nakatsugawa District in Gifu Prefecture, Mitsubishi Electric engages in diverse volunteer activities mainly through the Mitsubishi Electric Nakatsugawa Works Volunteer Club, otherwise known as the MV Club.



The MV Club has launched a tri-annual environmental volunteer program in FY2008, in which a group of about 40 participants comprised of members of the Club, the local government, local organizations, and local residents, spend about two hours cutting grass, thinning the forest, and performing other such tasks. In conjunction with this program, the MV Club also hosts parent-child outdoor environmental learning programs and programs that teach children to play with items found in nature, to promote an awareness of the precious value of the natural environment.

With "continuity" as its keyword, the MV Club intends to continue its cooperation with local residents and organizations to beautify and attract visitors to the prefectural Nenoue-kogen Azalea Park, from inside and outside the prefecture.

Abe River Volunteer Cleanup Activities (Shizuoka Region, Japan)

Mitsubishi Electric's Shizuoka Works is an active participant in the "Adopt-a-River-Program" organized by the Shizuoka City Environment Bureau, and has been taking part in the Abe River volunteer cleanup event since 2003. In 2010, it hosted a Mitsubishi Electric Outdoor Classroom for employees and their families prior to commencing cleanup activities.



To promote environmental awareness and inspire people to help change the environment for the better, Shizuoka Works plans to continue implementing activities with the participation of as many employees as possible.

Society for Nurturing Cherry Blossom Trees in Zugaike Park (Itami Region, Japan)

The Society for Nurturing Cherry Blossom Trees in Zugaike Park was founded in 1986 by a group of 22 employees at Mitsubishi Electric's Itami Works, to protect cherry trees in the city of Itami in cooperation with local residents. In recognition of its efforts, the society was awarded the "Sakura Merit Award," the highest merit award of the Japan Cherry Blossom Association, in 2009. Furthermore in 2011, it received the "Azalea Award" from Itami City in commendation of its meritorious activities that serve as an exemplary model to other organizations.



The Zugaike area boasts as many as 600 cherry blossom trees of various types, including the most popular Someiyoshino (*prunus yedoensis*) variety, mountain cherry blossom trees and the yaezakura cherry blossom trees. Today, approximately 50 members take care of the trees, pruning branches, applying fertilizer and cleaning up surrounding areas in cooperation with the Itami Greening Association and heads of neighborhood associations.

2012 is a commemorative year marking the 100th anniversary of Japan's gift of cherry blossom trees to the United States. This centennial celebration has added a special enthusiasm to the Society's activities to ensure that as many people as possible can enjoy viewing cherry blossom trees.



Itami City's character celebrating the 100th anniversary. The cherry blossom trees on the banks of the Potomac River in Washington D.C. grew from seedlings that originally came from Itami City.

Seasonal Forest Planting in Kannabe (Fukuyama Region, Japan)

Mitsubishi Electric's Fukuyama Works launched tree-planting activities in 2010, taking its cue from the Kannabe Seasonal Forest Planting project held in Mt. Goryozan (Kannabe Town, Fukuyama City) in December 2009, in which many employees of Fukuyama Works and their families took part in planting trees.



This area used to boast one of the most verdant pine forests in Hiroshima Prefecture, but has deteriorated in recent years as a result of trees dying and the loss of forest functions. In response to this situation, the Kannabe Shimo-Goryo Productive Forestry Association proposed to regenerate the forest by planting "super pine" tree saplings, which are said to better withstand pine withering and disasters, and began promoting tree planting activities in concert with the Hiroshima East Forestry Association, local community organizations, primary schools, and fire companies.

Fukuyama Works has expanded its activities in the forest, and has recently held a mushroom growing workshop for children. It plans to regularly clear the underbrush and keep watch over the pines that have been planted by its volunteers.

Satoyama Preservation Activity in Arima-Fuji Park in Hyogo (Sanda Region, Japan)

Since launching satoyama preservation activities in 2011, Mitsubishi Electric's Sanda Works has been actively implementing its activities through a project office comprising employee volunteers. With the Arima-Fuji Prefectural Park (Sanda City, Hyogo) as their main field of activity, volunteers of Sanda Works direct their efforts to cutting underbrush and bamboo grass that hinder the growth of trees, and collecting bamboo stalks that have been left abandoned after being felled.



In fiscal 2013, Sanda Works hopes to further expand its volunteer activities with the cooperation of the Kansai Branch Office.

Satoyama and Outdoor Classroom Activities (Kyushu Branch Office Region, Japan)

Mitsubishi Electric's Kyushu Branch Office commenced satoyama preservation activities in 2011 in the Fukuoka City Aburayama Nature Sanctuary. This forest is also the site of the Mitsubishi Electric Outdoor Classroom, which teaches children about the importance of nature.



Looking to find a way to help protect the environment of the sanctuary, the Kyushu Branch Office engages in a wide range of activities in response to local requests, including raking fallen leaves, cleaning signboards, and picking litter.



After the activities, volunteers of the branch sponsor a brief outdoor classroom to help children and adults alike learn in a fun-filled way about the mechanism of the earth's natural cycles and the importance of coexisting with nature.

"The Satoyama Initiative" around the world

Lakeshore Clean-up Drive 2011 (Philippines)

Each year the local government of Laguna in the Philippines organizes an environmental preservation and protection activity called the "Lakeshore Clean-up Drive". Employees from Laguna Auto-Parts Manufacturing Corporation, a subsidiary of Mitsubishi Electric, participate regularly in this activity. In the 2011 event, some 20 private companies and non-governmental organizations took part. With the cooperation of 300-500 volunteers from these companies and organizations, approximately 5 tons of waste was collected.



This activity takes place along the lakeshore of a small community where fishing is a major source of livelihood for residents, emphasizing the importance of keeping lakes and water bodies clean to preserve aquatic and marine life.

Planting 1000 Trees in West Java (Indonesia)

In October 2011, more than 300 employees of 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 Canguang 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.



Swamp cleaning activity (Taiwan)

Mitsubishi Electric Taiwan held Family Eco Changes Day on October 10, 2010, and 10 staff members volunteered for the swamp cleaning activity at Wugu Ecological Farm. This swamp used to be a landfill, but now it has been completely transformed into an insect breeding farm. Most Japanese executives and other young employees went into the swamp to remove the floating weeds to save the living creatures in the water. Although working in the muddy marsh was a major challenge, it was a great opportunity to learn and raise awareness of environmental preservation.



Cleanup of Rhine River Banks in Düsseldorf (Germany)

On March 26, 2011, members from the German Branch Office of Mitsubishi Electric Europe B.V. (MEU) participated in "Clean-up Day in Düsseldorf," a community activity organized by the city of Düsseldorf to beautify the banks of the Rhine River which flows through the city. Some 127,000 local residents turned out for the first municipal activity of its kind, and collected 900 tons of garbage. The participants from MEU-Germany also collected more than 20 bagfuls of garbage in approximately two hours.



Environmental Activities on National Trust Day (UK)

On July 16, 2010, members from the head office of Mitsubishi Electric Europe B.V. (MEU) engaged in a tree trimming activity in Osterley Park, a property of the National Trust. Despite the poor weather, twelve members from MEU took to the task of trimming branches hanging out over the streets using large shears and saws, not only to beautify the landscape, but to promote the new growth of leaves and branches.



The National Trust is a charity organization established in the UK in 1895 to act as a guardian of historic architecture and properties. It cares for over 350 historic buildings, and owns 254,000 hectares of land and 1,100 kilometers of coastline. It is a well-known fact that Beatrix Potter, the author of *The Tale of Peter Rabbit*, donated her farmland in the Lake District to the National Trust, and that the home of Former British Prime Minister Winston Churchill has also been entrusted to the care of the Trust.

Tree Planting in the Suburbs of Shanghai (China)

Mitsubishi Electric (China) Co., Ltd. sponsors a tree-planting event every year in collaboration with the Shanghai municipal government. Begun in 2008 as part of the Mitsubishi Electric Group's environmental contribution activities, the event for 2011 was held in the suburbs of Shanghai. Some 140 employees and their family members from affiliated companies in the Shanghai area worked together to plant the 50 pine trees which were donated by Mitsubishi Electric (China) Co., Ltd.

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.



Advancing Science and Technology

The fields of scientific research and technological development literally form the backbone of the modern world. And Mitsubishi Electric is a major driving force in the development and application of technologies that turn bold new ideas into the things that make the modern world work. The company's philanthropic activities include programs designed to create the leading lights of tomorrow by motivating the youth of today to develop a genuine interest in science and technology.

Mitsubishi Electric Thai Foundation Scholarship Program

The Mitsubishi Electric Thai Foundation launched a scholarship program in 1995 to promote science and technology education. Every year, 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. This program is contributing to the development of science and technology in Thailand.



To support Japanese language students enrolled in regional universities in Thailand, another school will be included among Mitsubishi Electric's scholarship beneficiaries in fiscal 2013.

Automation and Robotics Training Center (Poland)

In cooperation with the 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 and Festo.

Japan Young Scientists Workshop (UK)

In August 2010 for the third consecutive year Mitsubishi Electric 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.



The workshop, which this year brought 55 post-16 senior high school students together from schools across Britain and Japan to live together for a week, allowed the students to interact during research on a diverse range of topics ranging from "the synthesis & manipulation of gold nanoparticles" to "Bioinformatics", the results of which were presented by the participants on the final day.

The students' presentations were attended by Dr Richard Pike, Chief Executive of the Royal Society of Chemistry and also Lord Rees of Ludlow, President of The Royal Society, Master of Trinity College and Astronomer Royal, who gave a closing statement to the proceedings.

For more information about the UK-Japan Young Scientists Programme visit: <http://www.clifton-scientific.org/uk-japan.html> 

Science & Technology Education (Italy)

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's designed to motivate students of primary and secondary schools to take a serious interest in science and technology. In October 2005 an opening ceremony was held for a new permanent exhibit area at the museum dedicated to robotics, in 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. Called 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.



Diatone* Sound Experience on "Sound Day" (Japan)

In 2010, Mitsubishi Electric's Sanda Works launched an annual event called Diatone Sound Experience to mark "Sound Day" (December 6). Each year, the event invites technology club students from local junior high schools to experience a variety of different sounds in order to learn about the frequencies of sound that human beings can distinguish and about different speaker sounds that vary depending on the material of the speaker diaphragm.



* Diatone (Mitsubishi Diatone Speaker) is the brand name of an advanced speaker product manufactured by Mitsubishi Electric.

Science Craft Class for Children (Japan)

A science craft class for children is held regularly at the Iida City Museum in Nagano, sponsored by a group of eleven companies operating in the Iida region. The program was begun in 1992 to spark children's interest in science and the enjoyment of making things, and has continued until today. From Mitsubishi Electric, section leaders' voluntary study group members have been a part of the program's operation since the beginning.



Four classes are offered every year to elementary school students in the fourth to sixth grades, on three-electrode motor cars, astronomical telescopes, solar cars, and FM radios, respectively. In addition to acting as instructors in all classes, Mitsubishi Electric members play a leadership role in organizing the class on three-electrode motor cars, as well as assume the responsibility of explaining the principle of photovoltaic power generation to the children before they actually create their own solar car.

Environmental Education at a Local Primary School (Japan)

On December 16, 2010, three employees of Mitsubishi Electric's Kamakura Works held a class on environmental education for 31 fifth-grade students at a local elementary school. The employees introduced various social contribution activities that all employees of Kamakura Works regularly engage in, with the objective of fostering environmental awareness among the students. Among the activities they introduced were: the energy conservation campaign that is implemented under the slogan, "Use only what is needed, only when needed, and only in quantities needed;" the 3R (reduce, reuse, recycle) campaign for the reutilization of water used for production; and factory and seaside cleanup events. The students also learned about satellites, including the Michibiki satellite, which was launched in 2010 to provide global positioning signals, and the H-II Transfer Vehicle (HTV) for carrying supplies to the International Space Station (ISS).



The students were intrigued, and listened intently, boosting hopes that the undertaking has planted the seed of environmental interest in the students.

Making a Difference

Through special foundations established in the United States and Thailand, Mitsubishi Electric is engaged in activities at the local level to make a positive difference in the lives of those who need it most. These include university scholarships for promising young minds, programs to provide new opportunities to those with physical challenges, and more.

Mitsubishi Electric America Foundation

Established in 1991 with an initial endowment of 15 million US dollars, the Mitsubishi Electric America Foundation (MEAF) issues grants and implements a variety of programs throughout the United States that seek to use information technology to improve the lives of young Americans with physical or mental disabilities. MEAF's vision is to empower youth with disabilities to lead productive lives, and the foundation supports a number of initiatives to promote inclusion and full participation in society. These initiatives include support for professional internships that open doors to new opportunities and more fulfilling lives. MEAF also makes cash and material donations to victims of natural disasters, such as Hurricane Katrina, which devastated the Gulf Coast region of the US in 2005.



To learn more about MEAF and its activities, please visit www.MEAF.org 

Disability Mentoring & Internships (USA)

At Mitsubishi Electric locations around the United States, employee volunteers are giving their time and talents to provide vocational learning opportunities for youth with disabilities. This volunteer effort is part of the new vision of the Mitsubishi Electric America Foundation to empower youth with disabilities to lead productive lives.



A young man with a disability learns vocational skills from an employee at Mitsubishi Electric Automation, Inc.



MEAF has recently provided a grant to the America Association of People with Disabilities to expand their popular Disability Mentoring Day program into a Pipelines of Talent Initiative. The initiative will provide opportunities for young people with disabilities to progress from mentoring and job shadowing activities, to internships and ultimately jobs.

Since 2007, Mitsubishi Electric Automation, Inc. in Vernon Hills, IL. has been hosting students with disabilities for an annual Disability Mentoring Day. Last year the company hosted their first intern with a disability. Mitsubishi Electric & Electronics USA, Inc. in Cypress, CA. has been hosting a summer internship for a young person with a disability since 2007, and one person has since been hired by the company. Other locations have also started hosting their own Disability Mentoring Day and internship programs.

Include All Girls Initiative Creating Changes for the Better (USA)

As part of its national inclusion initiative to educate youth-serving organizations about how to fully include youth with disabilities in their program, the Mitsubishi Electric America Foundation supports the Girl Scouts of the USA and its Include All Girls Initiative.

In the spring of 2011, 250 Girl Scouts and leaders from across the United States, participated in a National Keys to Leadership Conference at American University in Washington, DC to learn about promising practices in inclusion. These leaders will bring these ideas back to their home councils so young people with disabilities can more fully included in Girl Scouting.



Girl Scouts learn about inclusion in Washington, DC

Congressional Internship Program (USA)

2011 marked the 10th anniversary of the American Association of People with Disabilities Congressional Internship Program supported by the Mitsubishi Electric America Foundation. The program places college students with disabilities in internships in Congressional offices each summer so the students can gain practical career experience working on public policy issues. The program also helps raise awareness of the fact that when given the opportunity people with disabilities are able to be employed and contribute to society.

This signature program has seen alumni go on to graduate school, and work in a variety of settings in the governmental and private sectors. For example, one alumnus worked as a legislative correspondent for Senator Brownback, and another is executive director of a nonprofit organization and was recently appointed to the National Council on Disability by President Obama.

Photo: President (then Senator) Barack Obama with 2008 MEAF Congressional intern.



Mitsubishi Electric Thai Foundation

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, which the schools use to buy feed and fertilizer with which to grow crops and cultivate livestock.



Support Program for Grade School Lunches (Thailand)

The Mitsubishi Electric Thai Foundation annually grants 30 grade 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. The program was begun in 1999.



Cultural Exchange and Sports Events

Activities that bring people together to share and celebrate cultural differences, or to engage in the shared experience of sports events, serve to break down the barriers of language and culture that separate people. Mitsubishi Electric supports such activities as an important part of its philanthropic responsibilities.

Mitsubishi Electric Europe Announces Support of Historical Royal Palaces (UK)

In 2010 Mitsubishi Electric Europe were pleased to announce their support of the Historical Royal Palaces Educational Programme.

Historic Royal Palaces is an independent charity based in the UK 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.



As part of the re-development of the existing educational programme, the support provided by Mitsubishi Electric went towards developing interactive e-learning for schools and other organizations to learn more about the history of the palaces and some of their famous and infamous occupants.

To learn more about [Historical Royal Palaces](#) 

Primer Palau Festival (Spain)

For several years Mitsubishi Electric Europe, B.V. (Spanish Branch) in Barcelona has been supporting promising young musicians through sponsorship of the annual Primer Palau Festival, 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. Students compete in preliminary concerts and winners perform at a final concert and receive cash prizes. In actuality, all participants are winners, because simply competing in Primer Palau is recognized as a major step towards a professional career in music.



Supporting Young Artists (France)

People with the ability to enchant our lives with music deserve encouragement, support and musical career opportunities. That's why Mitsubishi Electric 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. Mitsubishi Electric sponsors production of one CD a year by a promising young musical artist and organizes a prestigious concert that brings together appreciators of great music and talented individuals.



Supporting the Development of Young Musicians (France)

Mitsubishi Electric Europe, B.V.'s French Branch believes that people with the ability to enchant our lives with music deserve encouragement, support and musical career opportunities. Based on this belief, it 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.



The French Branch, for its part, pledges to sponsor the production of one CD per year by a promising young musical artist, and organizes a prestigious concert that brings together appreciators of great music and talented individuals.

Wheelchair Tennis Clinic held by Mitsubishi Electric Tennis Team (Japan)

The Mitsubishi Electric Falcons, a tennis team belonging to the Japanese tennis league, hosted its first annual wheelchair tennis clinic in 2010 with the support of the national coach of the Japan Tennis Association and the Hyogo Prefecture Wheelchair Tennis Association. Wheelchair tennis enthusiasts from Hyogo Prefecture and other parts of the Kansai region participate in the event and enjoy working up a sweat. By promoting communication between people with and without disabilities through tennis, the event provided a lesson in the importance of deepening mutual understanding.



Basketball Clinic (Japan)

Mitsubishi Electric's company basketball teams in Japan typically compete in the top class of the Super League and the All Japan Basketball championships. The company also regularly dispatches players and coaches to grade and junior high schools throughout the country to assist in basketball training clinics. This program is designed to widen the popularity of basketball as a sport throughout Japan.



There When People Need Us the Most

When disaster strikes, quick response means the difference between life and death. And for victims, suffering and inconvenience can last a lifetime. Mitsubishi Electric has been increasing its philanthropic aid to areas afflicted by natural disasters like earthquakes, inclement weather, and more. These include direct financial and material contributions by the company, financial contributions by individual employees with matching funds provided by the company through SOCIO-ROOTS, and volunteer efforts by individual employees.

Mitsubishi Electric to Support Turkey Earthquake Relief Efforts (Turkey)

Mitsubishi Electric Corporation announced that the Mitsubishi Electric Group will donate a total of 10 million yen to aid victims affected by the strong earthquake which struck eastern Turkey on October 23, and support recovery efforts.

The Mitsubishi Electric Group expresses its deepest sympathies for those affected by the disaster and sincerely hopes for a quick recovery.

Mitsubishi Electric to Support Thailand Flood Relief Efforts (Thailand)

Mitsubishi Electric Corporation announced that Mitsubishi Electric Group will donate a total of 50 million yen to aid victims affected by the extensive flooding in Thailand, and support recovery efforts on October 17, 2011.

The Mitsubishi Electric Group expresses its deepest sympathies for those affected by the disaster and sincerely hopes for a quick recovery.

Japan Earthquake Disaster Relief Efforts (Japan)

Mitsubishi Electric Corporation announced that Mitsubishi Electric Group companies worldwide will donate a total of 500 million yen to aid and support victims affected by the Tohoku Pacific Earthquake that struck on March 11, 2011.

Taking into account the needs of the areas that were affected, Mitsubishi Electric Corporation will also coordinate a matching gift program, through which the company will match contributions to donations made by its employees. The Mitsubishi Electric Group will also consider donations of company products and other goods.

The Mitsubishi Electric Group expresses its deepest sympathies for those affected by the disaster and sincerely hopes for a quick recovery.

Donation to Assist Victims of Qinghai Earthquake (China)

Mitsubishi Electric Corporation announced that Mitsubishi Electric Group companies will donate a total of 14 million yen to aid and support victims affected by the earthquake that struck Qinghai, China on April 14, 2010.

The Mitsubishi Electric Group expresses its deep sympathie for those affected by the earthquake and sincerely hopes for a quick recovery.

Donation to Assist Victims of Chile Earthquake (Chile)

Mitsubishi Electric Corporation announced that Mitsubishi Electric Group companies will donate a total of 5 million yen to aid and support victims affected by the earthquake that struck Chile on February 27, 2010.

The Mitsubishi Electric Group expresses its deep sympathies for those affected by the earthquake and sincerely hopes for a quick recovery.

Apr 2012	20th anniversary of the Mitsubishi Electric SOCIO-ROOTS Fund
Mar 2011	Relief for regions affected by the Great East Japan Earthquake
Mar 2011	Sanda Works prepares for the full-scale launch of a satoyama preservation project
Feb 2011	Nagoya Works and the Chubu Branch Office launch a joint satoyama preservation project
Jul 2010	Agreement on Satoyama activities is concluded with the forestry cooperatives in Hiroshima (Fukuyama Works)
Jun 2010	High Frequency & Optical Device Works participates in a satoyama activities
Apr 2010	Qinghai (China) Earthquake Relief Efforts
Mar 2010	Chile Earthquake Relief Efforts
Apr 2009	Shizuoka Works participates in satoyama activities
Jun 2008	Iwate-Miyagi (Japan) Earthquake Relief Efforts
Jun 2008	Agreement on satoyama activities is concluded with the City of Nakatsugawa (Nakatsugawa Works)
May 2008	Sichuan (China) Earthquake Relief Efforts
Mar 2008	Agreement on satoyama activities is concluded with Hyogo Prefecture (Kobe Works-Energy Systems Center)
Mar 2008	Satoyama activities expanded in the HQ region
Oct 2007	Agreement on satoyama activities is concluded with Aichi Prefecture (Nagoya Works)
Jul 2007	Chuetsu (Japan) Earthquake Relief Efforts
Apr 2007	Noto-Peninsula (Japan) Earthquake Relief Efforts
Aug 2006	Java (Indonesia) Earthquake Relief Efforts
Oct 2005	Hurricane Katrina Relief Efforts
Jan 2005	Asian Tsunami Relief Efforts (off the coast of Sumatra)
Nov 2004	Chuetsu (Japan) Earthquake Relief Efforts
Jul 2004	Received the Emperor Showa Memorial Award for Blood Donation (Japanese Red Cross)
Aug 2002	Completed construction on the Qinghai Prefecture Information Center, a joint project with the Qinghai Province government in China
Sep 2001	Volunteer and other assistance following terrorist attacks in the United States (Received letters of recognition by the U.S. President, the Red Cross and other organizations)
Sep 2000	Received Japanese Red Cross Society Konju Hosho Medal
May 2000	Received Helen Keller Achievement Award (Mitsubishi Electric and Electronics USA, Inc.)
Jan 1999	Mitsubishi Electric Thai Foundation Elementary School Lunch Support Program launched
Jun 1998	Mitsubishi Electric Gunma Volunteer (MGV) Club started
Sep 1996	"Best of the Best" Award from Environmental Protection Agency (EPA)
Apr 1996	Health Care and Volunteer Holiday Initiative launched

Apr 1996 Mitsubishi Electric Inazawa Volunteer (MIV) Club started
Apr 1994 Nakatsugawa Volunteer Club (MV Club) started
Jul 1993 Corporate Communication Advertising Award from the Keizai Koho Center
(Japan Institute for Social and Economic Affairs)
Apr 1992 Matching Gift Program SOCIO-ROOTS Fund launched
Dec 1991 Mitsubishi Electric Thai Foundation established
Feb 1991 Mitsubishi Electric America Foundation established
Sep 1990 Mitsubishi Electric Philanthropic Committee established

 **Social Welfare**

 **Environmental Preservation**

 **Science & Technology**

 **Others**

2010

Mitsubishi Electric America Foundation Wins Wilmer Shields Rich Award for Excellence in Communications (USA)

Mitsubishi Electric America Foundation has been named a gold award winner among 166 entries for excellence in communications by the 2010 Wilmer Shields Rich Awards Program. Sponsored by the Council on Foundations, the awards program recognizes effective communications efforts to increase public awareness of foundations and corporate giving programs.

The award was presented during the Council on Foundations' Annual Conference, April 26, 2010.

Entries to the awards program included annual or biennial reports, electronic publications, magazines/periodicals, special reports, public information campaigns and websites.



MEAF Director Kevin Webb (left) receives Excellence in Communications Award from Council on Foundations Board Member Ann Cramer of IBM

Mitsubishi Electric's Mountain Bike Team Race in aid of "Friedensdorf International" (Germany)

On 10th September 2010 the children's charity 'Friedensdorf International' received a donation totalling €3000 from Mitsubishi Electric Europe B.V. The cheque, which was handed over by employees of the German Branch, was raised by the company's mountain bike team who worked very hard to complete the 24-hour mountain bike race that took place in Duisburg on the 7th and 8th August 2010.



This year the mountain bike team raced not only for fun, but also for a good cause. Each member of the team was sponsored an amount per lap to raise funds for the charity. Along with the donations of employees, divisions and the management of Mitsubishi Electric, the amount was collected and handed over to the charity, which uses its funds to aid children in areas of war and crisis.

Participating in Children's Art Event (Singapore)

Mitsubishi Electric Asia Pte Ltd (MEAP) partners with the Asian Women's Welfare Association (AWWA) on various programmes for children with special needs, those who are physically challenged and the elderly.

In August 2010, 29 employees participated and guided the children with special needs in the AWWA's Children Art Event. Each MEAP employee looked after a group of children and helped them to complete the drawings. The children had fun interacting with their MEAP buddy and the session ended with a balloon sculpting performance.



Selected drawings by the children will be used in Mitsubishi Electric Asia Pte Ltd's 2011 calendar.

Volunteering at the Gyokulan Care Center (Taiwan)

In January 2010, 13 employees from Mitsubishi Electric Taiwan Co., Ltd. visited Taipei's Gyokulan Care Center. The Gyokulan Care Center is a day care center for senior citizens, which offers services in Japanese. Volunteers read Japanese poems and stories to the elderly and also had a small workshop to share impressions, play games and sing Japanese children's songs. The senior citizens were delighted to listen to many different stories and hoped that Mitsubishi Electric would continue to volunteer at the Center. This program provides a platform to support the elderly and also encourages employees in Taiwan to practice their Japanese.



Overseas Travel Program for People with Disabilities (Japan)

Mitsubishi Electric sponsors an overseas travel program for individuals with physical or mental disabilities and their family members residing in the Inazawa District of Aichi Prefecture. The program has been held since 1999, with the cooperation of the Japan National Council of Social Welfare. Each program is designed with special care given to means of transportation, sightseeing spots, meals, and hotels, to ensure a safe and enjoyable trip accompanied by Mitsubishi Electric employees.



The program offers safe overseas travel experience even to people who find it difficult to participate in regular overseas tours due to their disability. It requires only a small fee, and is widely approved by the local residents of Inazawa. Each year, 10 to 20 people are invited to travel to Hawaii, Singapore, and Guam. As of 2010, some 200 people in total have been accompanied overseas.

The Corps Network Introduces Inclusive Crew Toolkit (USA)

Over the past three years, The Corps Network has been piloting an "Inclusive Crew Model", under a grant from the Mitsubishi Electric America Foundation. Inclusive Crews provide opportunities for young people with disabilities to participate in National Service programs that help students develop their leadership and employment skills. Youth with and without disabilities work side-by-side in National Forests & Parks doing trail work and conducting campground accessibility surveys, as well as in urban areas building accessible community gardens and affordable homes.

Using MEAF funds, the Corps Network has developed an Inclusive Crew Toolkit that national service organizations can use to replicate the model at 143 locations throughout the U.S.



Quentin (center), a blind crew leader and 2009 Corps Member of the Year, pictured with fellow crew members on a break from trail work in Yellowstone National Park

Disability Mentoring Day (USA)

For the past three years, young people with disabilities have had the opportunity to experience work life by visiting Mitsubishi Electric Automation (MEAU) in Vernon Hills, Illinois on Disability Mentoring Day (held annually in October). MEAU employees mentor young people from the Special Education District of Lake County for the day exposing them to what life is like at the factory. For many of these students it is the first time they have been inside a company, which provides them with a unique opportunity to learn about different careers.

MEAU was recognized by SEDOL as its Employer of the Year at the annual Mitsubishi Electric America Foundation Workshop.



Company representatives are presented with an Employer of the Year certificate by youth with disabilities

Miracle League Baseball for Children with Disabilities (USA)

What child doesn't dream of playing baseball? However, for many children with disabilities, playing baseball can be difficult, and for some it takes a miracle. That miracle is happening in the suburbs of Pittsburgh, thanks to the Miracle League of Southwestern Pennsylvania and employees of Mitsubishi Electric Power Products, Inc. (MEPPI)

The Miracle League is an affiliation of baseball teams for children with disabilities aged 5 to 18. There are 120 Miracle League playing fields across the U.S., Canada and Puerto Rico. The fields are topped by a rubberized surface that is easy for wheelchairs to navigate. Each player is given a "buddy" and whatever accommodation is necessary to help the youngster participate, whether that means being pitched a bigger, softer ball or being carried around the bases. No team loses and everyone scores.



Pittsburgh Pirate Freddy Sanchez greets a player on opening day of the new Miracle League Ballfield near Pittsburgh, Pennsylvania, USA.

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Donations from MEPPI employees and a Matching Grant from the Mitsubishi Electric America Foundation, along with contributions from the Pittsburgh Pirates baseball team and others, helped the Miracle League build its "field of dreams," which opened in May, 2009.

Providing Assistance to a Local Orphanage (Indonesia)

On September 15, 2009, PT. Mitsubishi Electric Automotive Indonesia held a social contribution activity named "Sharing love and happiness with orphans." As part of this activity, employees donated money, and the company also added to the donation, providing vouchers to buy building materials for a children's orphanage near the company's factories.



The simple orphanage building is home to 60 children, who previously had to share a single toilet and bathing facility. There was a need to build an additional 4 toilet/bathrooms, so the company provided the vouchers to buy materials for their construction. In addition to the vouchers, the company also invited some of the orphans to a large dinner, and presented all 60 children with a small sum of money to buy snacks, food or other things they normally couldn't buy.

Community Outreach to Aboriginal School Children (Malaysia)

On August 15, 2009, Melco Sales Malaysia extended its contribution efforts to a primary school for the indigenous aboriginal community from the Temuan tribe living in an oil palm estate outside Kuala Lumpur. The children are not fortunate enough to enjoy nutritious, well-balanced food and other niceties.



Melco Sales Malaysia
Community Outreach Team

The Melco Sales Malaysia Community Outreach Team of 15 employees organized a one-day activity that included a community cleaning (of classrooms, library and school compound). There were sporting events and fun games for the children, along with attractive presents for them. Employees also organized a get together buffet food counter, including an ice cream counter that was an enormous hit with the children. In return, employees were taught traditional handicraft weaving, learned how to use the traditional bamboo blow-pipe, and were treated to a wonderful cultural performance by the school children. The children, parents, teachers and employees treasured the day by joining together in the traditional dance.



A traditional dance
performance by the school
children

In addition, the company had sold potted plants to employees and visitors to its office as a fund-raising effort, and was able to donate enough to the school for one month of free school meals, as well as some stationery, educational materials, books and school uniforms.

Donating an Elevator for the Disabled (Malaysia)

Ryoden (Malaysia) Sdn Bhd was honored to donate one elevator unit to the Beautiful Gate, Seremban Centre building. This occasion marked the first time that the company had donated an elevator to a charitable organization for the disabled. The elevator was a great relief for the residents of the centre who were looking forward to using it. The whole process of searching for a new centre location, applying for approval to local authorities, construction of the building and installation of the elevator took about 5 years. And finally, at the beginning of 2009, the elevator was officially handed over.



Donating to Help Families of Children with Cancer (Germany)

In December 2009, Mitsubishi Electric Europe B.V.'s Semiconductor European Business Group donated money to Germany's *Essener Elterninitiative zur Unterstützung krebskranker Kinder e. V.* (Essen Parents Initiative for the Support of Children Suffering from Cancer), a charitable institution that provides a temporary home to families of children with cancer, near to the clinic facilities in Essen. With common rooms and 18 guest rooms, the temporary home offers privacy and a feeling of security to the parents, many of whom arrive from afar. "Here they can take heart and energy for the next day at the bedside of their children," says a Board Member of the institution, "because the most important support for the healing process is the presence of the parents."



Supporting Local Families and Children (Germany)

Mitsubishi Electric Europe B.V. (German Branch) in Ratingen has provided funds for the renovation of the Ratingen-West Family Centre, a valuable meeting place for families and children in the area since 1987.

In preparation for the work, volunteers from the Kinderschutzbund (Organisation for the Prevention of Cruelty to Children) cleared out the rooms in the centre and made space for the painting work to begin. New furniture was added, and lighting installed by local electricians. The official reopening of the centre took place in February 2009. Further cooperation between the Kinderschutzbund and Mitsubishi Electric is planned for the future.



Lunar New Year's Outing with APEX Day Care Rehabilitation Center (Singapore)

Apex Day Rehabilitation Center is a day facility providing rehabilitation services to the elderly who suffer from physical disabilities arising. The services are targeted at the lower income group who would otherwise find it a burden to seek continuing care. It is also a haven for the poorer elderly who go there for interaction and social activities.

On 6 February 2009, 20 volunteers from Mitsubishi Electric Asia Pte. Ltd. brought 30 elderly folks from the APEX Day Care Rehabilitation Centre for a Lunar New Year outing to the Singapore Flyer. The Singapore Flyer is the world's largest Giant Observation Wheel and is set to be one of Asia's biggest tourist attractions.

It was the first time all of them were taking the ride. They were very grateful to us for organizing this outing for them as they have always wanted to take a ride on the flyer.

We also distributed Red Packets to all the elderly folks at the center. Red packets symbolizes blessings and are always given out during the lunar new year.



Chairman of the Corporate Social Responsibility Committee, Mr Frederick Goh, with an elderly folk inside a capsule of the Singapore Flyer.

Donating Apples Harvested at Iida Factory (Japan)

Mitsubishi Electric's Nagatsugawa Works Iida Factory in Japan is the home of an apple orchard that employees harvest each year; the harvested apples are presented to social welfare facilities in Iida City. Recent years have witnessed heat waves and numerous typhoons that were feared would yield a poor harvest, but the apples have developed and ripened to their vivid colors as usual, bringing a smile to the faces of those who received them.



2008

Christmas Party with the Children's Cancer Foundation (Singapore)

On 6 December 2008, Mitsubishi Electric Asia, together with De Events & Queenstown-Commonwealth Residents' Committee, joint efforts to organize a Christmas Party for a group of children from the Children's Cancer Foundation. This group of children is generally from the lower-income families, battling cancer and also struggling with their medical bills.

Besides getting a door gift, each child was also given a chance to take part in a lucky draw to get some special presents. These special presents were contributed by our employees, who wanted to do something for the less fortunate during Christmas. The children were delighted at receiving so many Christmas presents on that day and went home with big smiles on their faces.



Our Managing Director, Mr Yoshifumi Beppu, giving out the Christmas Presents.

The Magic of Christmas (France)

Mitsubishi Electric participated in special ceremonies in December, 2007, in celebration of the 30th anniversary of Fondation pour l'Enfance, which included conferences hosted by journalists to outline pressing issues related to child protection and care. Employees pitched in to organize a special operation called the "Kuma-chan Christmas," where employees purchased a bear character toy named Kuma-chan, after which the company donated three times the purchase price to the Foundation for each Kuma-chan sold.



Skyscraper Mounting for Breast Cancer Awareness (Taiwan)

Employee volunteers from Mitsubishi Electric Taiwan Co. Ltd. hosted an event with special activities to support a Breast Cancer Awareness Campaign, including a "Skyscraper Mounting" activity to climb the 1006 steps to the top of the Shin Kong Skyscraper in Taipei. All participants succeeded in making the climb to the top and increased their awareness of this important issue related to women's health.



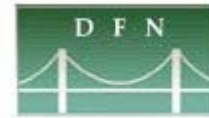
Angel Heart Charity Concert (Taiwan)

Mitsubishi Electric, the Mitsubishi Group and other local companies related to Mitsubishi in Taiwan cooperated in sponsoring a special "Angel Heart Charity Concert" in March, 2007 to raise money for children with disabilities. Two orchestras —Orchestra Plettro from Japan and the Angel Heart Orchestra from Taiwan— performed at the event, which attracted an audience of 800 and helped raise awareness by all participants of the good that can be done by taking a proactive approach to corporate philanthropy.



2006 William Diaz Impact Award (USA)

The Mitsubishi Electric America Foundation (MEAF) has received the 2006 William Diaz Impact Award in recognition of the Foundation's significant contributions to improving the lives of people with disabilities. MEAF was nominated by officials of Project SEARCH, a program based at the Cincinnati Children's Hospital Medical Center, which trains young people with cognitive disabilities for careers in the healthcare and banking industries.



Grants for Young People with Disabilities (USA)

Mitsubishi Electric America Foundation (MEAF) located in Washington, D.C., announced in January 2006 the awarding of a number of grants nationwide for the continuation of existing as well as the launch of new projects that serve young people with disabilities. MEAF's mission is to help young people with disabilities maximize their potential for unfettered participation in society. The Foundation's "Inclusive Initiative" focuses on helping mainstream American organizations make their programs more accommodating of and attractive to disabled youth, while working to change attitudes among people without disabilities.



Project SEARCH (USA)

Project SEARCH is a unique program at Children's Hospital Medical Center in Cincinnati, Ohio, for training and placing young people with severe cognitive disabilities (including mental retardation) in careers in the healthcare and banking industries. Since 2003, the program has been able to sustain a 70 percent placement rate -- a phenomenally high rate for this population. A 2006 MEAF grant will extend the Project SEARCH program through at least 2009.



Disabled Sports (USA)

Disabled Sports USA is a Rockville, Maryland-based initiative that received a grant from MEAF for its innovative "If I Can Do This, I Can Do Anything!" program. The program is designed to train young, disabled veterans returning from the wars in Iraq and Afghanistan to serve as mentors to young people with disabilities. It uses sports as a way of developing skills and self-confidence, to help all participants make meaningful and fulfilling contributions to society.



Ice Skating Program (USA)

Ice skating both strengthens the body and helps in developing a sense of balance. Mitsubishi Electric America Foundation supports special skating activities for people with physical impairments. Volunteers take to the ice with physically impaired people using specially designed equipment such as walkers and harnesses.



Health and Education Support (UK)

In the United Kingdom Mitsubishi Electric has provided a number of foundations, institutes and other organizations with donations to help them continue making important contributions to society in the fields of health and education. These include Meningitis Research Foundation, Elizabeth House Care Home, St Bernadette R/C School, St John's Ambulance, Chestnut Tree House Children's Hospice, Great Ormond Street Hospital, Watford Fuller Foundation, Cancer & Leukaemia in Children, Cystic Fibrosis Trust, The Anthony Nolan Fund, East Grinstead Citizens Advice Bureau, Grove House, Royal Air Force Benevolent Fund, Isobel Hospice, Hatfield & District Age Concern, Alzheimer's Society Welwyn & Hatfield Branch, and others.

Total Care Assistant Dog Center (Japan)

The SOCIO-ROOTS Fund has made contributions to the Total Care Assistant Dog Center in Atsugi City, Kanagawa Prefecture for raising and training dogs that give physical and psychological support to people with disabilities.



MV Club Activities (Japan)

The Mitsubishi Electric Nakatsugawa Volunteer Club in Japan, known as the MV Club, helps out at nursing facilities in the local area during summer festivals. Recently more than 30 employees from three facilities set up and maintained booths with popular treats for festival goers.



Eagle Award (USA)

Mitsubishi Electric U.S. companies —along with MEAF— were honored with the 2005 Eagle Award from Disability Rights Advocates (DRA), a US-based national disability rights law firm. The award recognizes the company's "outstanding efforts to advance the rights and opportunities of young people with disabilities." DRA officials singled out for praise the company's promotion of internships, job shadowing and mentoring opportunities for youth with disabilities, as well as company employees for their commitment to improving the lives of people with disabilities by undertaking community-based projects.



Sozial Mobil (Germany)

Mitsubishi Electric Europe, B.V. (German Branch), located in Ratingen (near Dsseldorf), supports the Helen Keller School for children with disabilities by providing funding for a "Sozial Mobil" (social mobile) van for transporting pupils to school facilities and special outings. In August 2005 Mitsubishi Electric sponsored a "Smithy for Children" event at a street festival in Ratingen that gave kids a chance to learn about this traditional art.



Break Free Foundation (Australia)

Mitsubishi Electric is a gold sponsor for Breakfree Foundation, which provides educational and support programs for the prevention of drug and alcohol abuse among youth in the community. Breakfree works closely with schools, businesses and community organizations, and Mitsubishi Electric's support helps fund the creation of presentations to increase awareness of drug and alcohol abuse.



Bringing People Together (Japan)

Mitsubishi Electric personnel coordinate activities designed to bring all types of people together in ways that make a lasting positive impact on individual lives. Such as a special performance by the world famous Canadian puppet troupe, Famous People Players, for children from homes for those with disabilities or juvenile care. The event was organized by the Mitsubishi Philanthropy Committee, which is composed of various members of the Mitsubishi Group of companies.



Wheelchair Donations (Japan)

Employees of the Hokkaido, Japan branch of Mitsubishi Electric participated in a drive to donate wheelchairs to the local welfare council through the collection and exchanging of pull-tabs from aluminum beverage cans. Other Mitsubishi Electric offices are also participating in the drive.



Special Music Performances (Japan)

In 1973 the Easy Listening Club ("Koryokai") jazz band was established as a part of culture and sports activities by Mitsubishi Electric employees in the Itami region of Japan, in order to make social contributions through musical performances. The band gets regular requests to hold performances at nursing home facilities and to make special appearances at various regional activities, including an interactive carnival held at a sheltered workshop for people with mental disabilities.



2000

Helen Keller Achievement Award (USA)

Mitsubishi Electric was the first Japanese company to receive the Helen Keller Achievement Award, which honors the renowned activist's efforts to improve the lives and hopes of the visually impaired. It's awarded annually by the non-profit American Foundation for the Blind (AFB) to individuals and corporations that have contributed to the advancement of healthy living for the visually impaired and to visually impaired individuals who have built successful lives. The AFB commended Mitsubishi Electric and Electronics USA, Inc. through the Mitsubishi Electric America Foundation (MEAF) for the company's efforts and unique use of technology to improve the lives of young physically and mentally challenged individuals in the United States. MEAF itself has directly supported the AFB's internship program since 1991.



Emperor Showa Memorial Award for Blood Donation (Japan)

Mitsubishi Electric's involvement in blood donation drives began at its Nagasaki Works plant in the 1950's and soon spread to all of its offices in Japan. In recognition of this long-term contribution to society and distinction in the promotion of blood donation awareness, in 2000 the Japanese Red Cross named Mitsubishi Electric the recipient of the Emperor Showa Memorial Award for Blood Donation. The award was presented at the 40th National Awards Ceremony for the Promotion of Blood Donation in Oita, Japan, which was attended by the Crown Prince, the honorary vice-president of the Japanese Red Cross Society, and Chikara Sakaguchi, Japan's Minister of Health, Labour and Welfare.



2010

Cleanup of Chao Phraya River (Thailand)

Chao Phraya River is a major river in Thailand that flows through the capital city of Bangkok. Serving an important role in supporting industry and transportation, it is an indispensable part of the lives of local residents.

Mitsubishi Electric Automation Thailand sponsored a Chao Phraya River cleanup event in February 2010 with the participation of close to a hundred employees. Groups of three to four employees each boarded boats and collected rubbish and debris floating on the surface of the river using large nets. The large amount of rubbish collected from the river highlighted the importance of living in harmony with the environment.



2009

Environmental Technology (Czech Republic)

Mitsubishi Electric Automotive Czech s.r.o., a maker of automotive equipment, takes a direct interest in the City of Slany, where it resides. The company has installed equipment that breaks down 98 percent of the volatile organic compounds (VOCs) that arise from the silicon coating process of engine control units, and renders them into harmless carbon dioxide and water safe for release into the atmosphere.



Using "Personal Time" to Contribute to Society (Japan)

The annual "Love Earth Cleanup 2009" event sponsored by Fukuoka City was held on May 31, 2009 with the participation of 121 people, including 58 members from 13 Mitsubishi Electric Group companies. Mitsubishi Electric will continue to encourage everyone to apply whatever small portion of their "personal time" they can over a weekend to take part in social contribution activities in their local community at least once a year.



First Woodland Preservation Event in Ishikawa (Japan)

The Ishikawa Ryoyukai Society, composed of Mitsubishi Group companies based in Ishikawa Prefecture, hosted a woodland preservation event on August 30, 2009 as part of its social contribution activities. A total of 160 members participated in the event, including 16 from the Hokuriku Branch Office, and cleared underbrush in preparation for planting ornamental cherry and serrata oak trees in Nomi City. Blessed with fine weather, the participants took to the unfamiliar task of cutting underbrush using a sickle under the guidance of a member from the local greenification promotion committee, and gained invaluable experience in woodland preservation.



Helping Conserve and Increase Mangrove Forests (Thailand)

A lack of mangrove density in Thailand has a negative impact on aquatic life including crabs and fish and the birds that inhabit the area. It also contributes to devastating landslides, so both government and private sectors understand the urgency of measures designed to reverse the trend.



On Environment Day 2009 (June 5), volunteers from Mitsubishi Electric Thai Auto-Parts Co., Ltd. took part in a mangrove planting effort in Chonburi province, together with local government officials, individuals in the educational sector, and employees from a variety of companies. Some 1,800 trees were planted, which are estimated to reduce CO₂ levels by around 1,800 tons upon maturity. During the event, participants learned about the benefit of mangroves from a local government officer, which increased enthusiasm to do other such activities.

Increasing Green Areas through Tree Planting (Thailand)

Mitsubishi Elevator (Thailand) Co., Ltd. has launched a project to increase local green areas. Started in 2009 under the name "One Lift You Need, One Seed We Plant," this project attempts to increase green areas in communities around the company while accrediting customers. In the first year, 999 trees were planted along Bangna-Trad Road median near the company. This project will be ongoing; the number of trees will be based on annual units sold.



Clean-up Activities at a Forest Recreational Park (Brunei)

On December 12, 2009, the Ryoden Malaysia Sports Club's Brunei branch held a clean-up campaign at Bukit Shahbandar Forest Recreational Park, in Brunei. The park covers over 70 hectares of undulating land with a network of well-maintained paths crisscrossing the area. The sports club members and their families took the initiative in this clean-up activity. All the garbage collected was then properly disposed of at the rubbish collection centre. Through such activities, Ryoden is doing its part to promote a clean environment for healthier living among employees, the community and the people of Brunei.



Climate Control for Endangered Hairy Nosed Wombat House (Australia)

Mitsubishi Electric Australia supports Australian Animals Care & Education Inc. (AACE Inc), a not for profit organisation dedicated to rescuing, rehabilitating and releasing wildlife that has been injured or displaced from their natural habitat.

AACE Inc is also heavily involved various in endangered species programs, such as the Northern Hairy Nosed Wombat, an endangered species in Queensland with only 115 animals remaining. AACE Inc currently has four Southern Hairy Nosed Wombats in purpose built facility in Marlborough, Queensland.



Peter Brooks with Tyler Morton at the wombat enclosure

Mitsubishi Electric Australia has provided two air conditioning systems for the wombat house to ensure a constant temperature of 22 degrees Centigrade in the summer months and 24 degrees in the winter, which closely reflects the temperatures of the natural environment in wombat burrows.

Sakura Tree-planting Project (USA)

Mitsubishi Electric's Satoyama projects carried out in Japan aim to help restore and preserve natural areas and emphasize humanity's coexistence with nature. Now a project in the spirit of Satoyama has been launched in the United States, at a park in Pittsburgh, Pennsylvania, through the efforts of employees from Mitsubishi Electric Power Products, Inc. (MEPPI).

Expatriate employees at MEPPI worked with the Japanese Association of Greater Pittsburgh to bring the "Pittsburgh Sakura Project" to life. In April 2009, a group of 300 Japanese and American volunteers from MEPPI and other community groups helped plant a grove of 40 Japanese cherry trees in a park near MEPPI headquarters. MEPPI volunteers are committed to caring for the trees and adding more each year, keeping the Satoyama spirit in bloom.



Japanese and American MEPPI employees work together to plant Sakura trees in Pittsburgh.

Mitsubishi Electric Outdoor Classroom in Nishiyama Park (Japan)

Mitsubishi Electric's Kyoto Works has hosted a parent-child outdoor learning program in Nishiyama Park in Nagaokakyo City, Kyoto. The program was held for the third time, and was attended by 25 participants consisting of employees of Kyoto Works and members of their families.

While walking along a course from Komyoji Temple to Nishiyama Park, the participants observed wayside plants, collected fallen leaves, and used a magnifying glass to closely examine larvae and adult insects that pass the winter by attaching themselves to the underside of leaves. At Nishiyama Park, they made handicrafts using acorns and leaves they collected on the way, and thoroughly enjoyed their experience with nature. The program provided the children a fun-filled experience, as well as heightened their interest in the natural environment.



2008

Volunteer Flower-planting Activities (Japan)

Responding to a suggestion by the Ota City Philanthropic Activities Liaison Council in Ota City, Gunma Prefecture, Mitsubishi Electric participated in a project to create a recreation and relaxation area for nearby residents. Some 45,000 flowering plants (moss pink) were planted in March 2008 on the grounds of a local water treatment center under construction. Blown by the region's famous cold, dry winds, students and local participants enthusiastically planted roughly 100 plants per square meter of land.



2007

Supporting Employee Initiatives (France)

The Finance and IT departments of Mitsubishi Electric Europe, B.V. (French Branch) fosters the volunteer spirit of its employees by awarding a special "Mr ECO" trophy to the employee who suggests the best idea for positive action on behalf of the environment. Other departments are involved in not only environmental related initiatives, but others, as well. In 2007 the Visual Information Systems department funded Plongeurs du Monde, an association that contributes to the protection of the natural undersea world. In 2006 the Automotive department supported 10 trips to Canada for the G.A.I.F. theater company (Groupement des Aphasiques d'Ile de France), an association that helps victims of aphasia (or aphemia), which is a loss of the ability to produce and/or comprehend language due to injury to brain areas specialized for these functions.



Education & Clean Environment Empowerment (Indonesia)

PT Mitsubishi Jaya Elevator and Escalator, a Mitsubishi Electric Group company based in Jakarta, Indonesia, strives to make positive contributions to the local community and environment. In celebration of the company's 11th anniversary in 2007, employee volunteers enacted a special program based on the theme, "education and clean environment empowerment" in the surrounding area of its factory in Karawang and Jatiluhur, West Java Province. A 350-strong contingent of employees mobilized to donate desks and other resources to a local primary school in Margamulya Village, Karawang, and install dozens of waste bins in various locations throughout the beautiful Jatiluhur Recreational Park and Water Dam Complex.



2006

The Mitsubishi Medaka (Japan)

The old River Matsumoto in Fukuoka, Japan, famed for its abundant killfish ("medaka") that thrive and multiply every spring, runs right through a Mitsubishi Electric factory site, and draws its waters from rains and resulting runoff, as well as drain water flow from the factory. Yet the waters remain so pure that every spring local inhabitants enjoy the riverbanks that fill with field horsetails and the abundance of killfish that have come to be known as the "Mitsubishi Medaka." The company takes great pride in this living testimony to its environmentally responsible manufacturing efforts.



Itami Cleanup Campaign (Japan)

In Itami, Japan, home to one of Mitsubishi Electric's factories and numerous employees, company volunteers come together each month to pick up litter and debris in the area between the factory and the nearest station. Their efforts have been recognized by the local government, which bestowed them with the Amagasaki City Community Service Award.



A Socially Responsible Investment

Mitsubishi Electric's environment preservation activities have gained the attention of organizations around the world that believe that environmental sustainability is not just a moral imperative by individuals and corporate entities, but simply makes good business sense. Portfolio 21, a global mutual fund that invests in companies making real contributions to a sustainable future, has rated Mitsubishi Electric number four in its Top 10 "Green" Companies of 2005.



METI Award (Japan)

At the 24th National Factory Greenery Promotion Conference held by the Japan Greenery Research and Development Center in 2005, six Mitsubishi Electric manufacturing facilities received the Economy, Trade and Industry Minister's Award for Outstanding Factory Greening. This award recognizes factories that have promoted greening activities and have shown distinguished environmental achievements inside and outside of factories.



Mount Fuji Afforestation Project (Japan)

Volunteers from Mitsubishi Electric participated in a special project to replant saplings on the majestic Mt. Fuji in Shizuoka, Japan, in places where trees had been uprooted by devastating typhoon winds. Employees and their family members and friends joined others in replanting seedlings, clearing brush, attending educational sessions and sharing food and drink.



Award for Cherry Tree Planting Activities (Japan)

The cherry tree raising society of Zugaike Park (Itami City, Japan) is comprised of local associations, independent study group leaders, and employees of Mitsubishi Electric. At the 29th National Tree-Care Festival held at Hyogo Prefecture's Arima Fuji Park in 2005 and attended by the Crown Prince of Japan, the group received a merit award in recognition of its greenery promotion activities over the previous 20 years.



2010

Donation of "The Secret of Satellites" to Kamakura City (Japan)

Mitsubishi Electric and Gakken Publishing Co., Ltd. published a cartoon booklet entitled "The Secret of Satellites" in fiscal 2011, with hopes that today's children, as bearers of our future, might deepen their interest and knowledge of satellites and perhaps even turn their attention to outer space and the global environment. As Mitsubishi Electric's Kamakura Works specializes in satellite projects, it donated a hundred copies of the booklet to Kamakura City, to promote interest in satellites particularly among children living nearby.



* Numerous copies of the book have also been donated so far to primary schools and libraries throughout Japan.

Factory Tours for Primary Schools (Japan)

Mitsubishi Electric's Kyoto Works provided factory tours to some 800 fifth-grade students from ten primary schools in Nagaokakyo City over a period of 11 days, from November 10 to 26, 2010. With the cooperation of the engineering and sales departments, the program was held for the first time as part of Kyoto Works' effort to become a more community-based factory. Seeing how the tour of the factory's production lines and showroom captured the interest of the students, Kyoto Works hopes to continue this program, and to firmly establish itself as a friendly presence in the local community.



Launching the Science Education Support Project (Japan)

From fiscal 2009, Mitsubishi Electric's Corporate Human Resources Division has launched a new initiative called the "Science Education Support Project for Elementary, Junior-High and High School Students," aimed at helping develop and increase the number of bright young science and technology students interested in the electrical and electronics industry.



In this program, employees from Mitsubishi Electric visit primary and secondary schools to provide onsite education and scientific experiments on such themes as the workings of photovoltaic cells, how heat is transferred, the fundamental and applied principles of electrical motors, the properties of sound, binocular vision, and other topics.

This multi-faceted program is one way that Mitsubishi Electric, as a leading diversified electric and electronics manufacturer, can contribute to the promotion of science and technology education, and the development of tomorrow's engineers, who will take on the technological challenges of the future.

Donating Photovoltaic Education Kits for Students (Germany)

In July 2009, Mitsubishi Electric Europe B.V. donated three photovoltaic education kits to the Japanese International School for elementary and junior high school students in Düsseldorf, Germany. By experimenting with these working models, the students will understand first hand about how solar power is created by using photovoltaic cells.



The President of Mitsubishi Electric Europe's German Branch, commented: "It is important that we teach our children as soon as possible how to take care of the precious resources of our earth. These educational kits have been provided to demonstrate to the pupils in a practical way how to generate solar energy".

Mitsubishi Electric has supported the Japanese International School, founded in 1971 in Düsseldorf-Niederkassel, for many years. In 2005 the company was also involved in installing the school's total security system.

2006

Robotics Exhibition (Italy)

Mitsubishi Electric is an official science and technology partner of the National Museum of Science and Technology "Leonardo da Vinci" in Milan, and has provided factory robots for a permanent exhibit that includes reproductions of technological ideas created by Leonardo da Vinci. A long-term educational project is underway that's designed to motivate students of primary and secondary schools to take a serious interest in science and technology.



2005

Web Accessibility Initiative (USA)

As part of its "Inclusion Initiative" program, MEAF funded the creation of a special Web site by the National Wildlife Federation (NWF) called [Happenin' Habitats](http://happeninhabitats.pwnet.org/index.php), which was viewed by some 500,000 students and educators, and received the 2005 Distinguished Achievement Award for Best Science Website from the Association of Educational Publishers. The Web site also made a profound impact on NWF personnel by exposing them to Web Content Accessibility guidelines, while promoting inclusive practices across programs.



Science & Technology Education (Italy)

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's designed to motivate students of primary and secondary schools to take a serious interest in science and technology. In October 2005 an opening ceremony was held for a new permanent exhibit area at the museum dedicated to robotics, in 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. Called 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.



Education Support (Russia)

Mitsubishi Electric has provided equipment to help modernize the information technology instruction resources of the Troitsk Lyceum of the Municipal Educational Establishment, located in the Moscow region of Russia. The school is legendary in the field of Russian physics, with graduates moving on to prestigious positions in Russian think tanks devoted to physics and mathematics, and even the leading research and development labs in all parts of the world.



Germany-Russia Student Exchange Program (Germany)

Mitsubishi Electric Europe, B.V. (German Branch) has made donations to the Technical Academy in Aachen, Germany, to help support a regular exchange of students between the Academy and the Polytechnic University of St. Petersburg, Russia. In 2005 a group of about 20 students from each country participated in the exchange, which included special workshops and a culture program designed to improve cooperation between the schools and understanding between the cultures.



Japan Student Science Research Prize (Japan)

Mitsubishi Electric's Japan Student Science Research Prize plays a key role in supporting the bright young minds of today who will create the future of science. Junior high and high schools throughout Japan compete for prizes and scholarships through hands-on development of research projects.



Japan Science Jamboree (Japan)

A key component of the Japan Student Science Research Prize, the Japan Science Jamboree is a science research camp attended by participating junior high and high school students.



2010

Mitsubishi Electric Supports "Sport Nel Parco" Activity and Special Olympics Summer Games (Italy)

In 2010 the Italian branch of Mitsubishi Electric Europe BV supported several local community sports activities in the region around Monza, close to where the branch office is located. The 'Sport in the Park' event includes several activities which are offered to local families for free admission, including football, cricket, martial arts and kick-boxing. The Italian branch continues its long tradition of supporting local activities in the regions of Monza and Brianza, including sponsorship of a number of events held in partnership with local projects for children with disabilities. In 2010 Mitsubishi Electric sponsored for the seventh year the International Tennis Tournament Challenge ATP which takes place in Monza Park, and donated a defibrillator to a local sports club, as well as providing funds to local organizations who devote themselves to children's healthcare.



2009

"Japanese Autumn 2009" event in Moscow (Russia)

The Moscow Representative Office of Mitsubishi Electric Europe B.V. for the third year running has sponsored "Japanese Autumn", a cultural festival held in Moscow, Russia.

Held every year from September to December, the Japanese Autumn festival is organized by the Japanese Embassy and the Japan Foundation, and comprises a wide range of public events dedicated to different aspects of Japanese culture including science, art, ecology, music, history, and fashion.

During the festival, Mitsubishi Electric supported the 43rd Japanese Movie Festival and sponsored a photo exhibition called "World Heritage: Japan". The Japanese Movie Festival is one of the regular events in the festivities. It showcases modern Japanese cinema including films and anime for people of all ages, and highlights Japanese cultural traditions and the natural features of Japan. Likewise, the "World Heritage: Japan" photo exhibition was intended to draw attention to Japan not only as a nation of high technology, but as a country with a carefully preserved historical heritage.



General Manager of Mitsubishi Electric's Moscow Representative Office makes an opening speech.

2008

Japanese Education Support (Taiwan)

Mitsubishi Electric Taiwan Co. Ltd. and other local companies cooperated in sponsoring the "All Taiwan College Japanese Debate Competition" in May 2008 to support the spread of Japanese language education in Taiwan. At the competition, local students from 15 universities and technical colleges made great efforts to debate in highly fluent Japanese. As a major Japanese company in Taiwan, Mitsubishi Electric Taiwan is helping to raise the skills of Japanese language professionals.



2007

Rugby Sponsorship (Australia)

Mitsubishi Electric Australia Pty. Ltd. supports the local community and promotes wholesome development of youth through sport by sponsoring the popular Bulldogs Rugby League Club of Canterbury, an Australian Rugby League team with a proud -- and winning -- history that goes all the way back to 1935.



2006

Kyoto Festival (Japan)

Held every November since 1992, this city festival in Kyoto (Nagaoka Kyo) is based on the theme of Garasha Hosokawa's famous "Tale of Love and Emotion." About a hundred Mitsubishi Electric company volunteers participate in the festival every year.



2005

Public Service Communications (Germany)

Mitsubishi Electric has provided support for the German civil defense organization THW (German Federal Agency for Technical Relief) by sponsoring an advertisement that helps underwrite costs of this important THW publication. The German Branch has also provided sponsorship for a publication distributed throughout Germany that highlights the special relationship between Japanese companies and the city of Dsseldorf, a business metropolis on the Rhine that's known as Japan's economic nerve center in Europe.



Liaison Council for Theatrical Presentations (Japan)

The Mitsubishi Social Contribution Liaison Council is comprised of Mitsubishi Group corporations (including Mitsubishi Electric) that cooperate in the implementation of special programs that make a positive impact on society. Such as the Liaison Council for Theatrical Presentations ("Kangeki no Kai"), which in 2005 produced Short Stories, a pantomime performance by Teatoro Hugo and Ines from Peru. In attendance were 450 people, including children in foster care, children with hearing disabilities and residents of life-care support facilities in Japan.



New Years Run (Germany)

At the beginning of each year the city of Ratingen organizes the "New Year's Run," where citizens and companies based in the city are invited to participate. The German Branch traditionally takes a key sponsorship role in the event and fields its own team, too.



Tennis Clinic for High School Students (Japan)

The Mitsubishi Electric tennis team is an active member of the Japan tennis league, which includes world-class professional players. Making use of factory site tennis courts, professional players and Mitsubishi Electric tennis team members recently held a tennis clinic for 100 public high school students in the Kamakura Area, giving them an opportunity to improve their tennis skills and participate in other exciting activities.



Summer Badminton Clinic (Japan)

The badminton club at the Itami City, Japan office recently organized a badminton clinic for public junior high school and high school students, which included instruction by coaches and professional players from the Japan League and attended by the town mayor.



Weekend Table Tennis (Japan)

Employees belonging to the Mitsubishi Electric Table Tennis Club in Nagasaki, Japan teach table tennis at junior high schools in the community on Saturdays, Sundays and holidays. These dedicated volunteers begin teaching children with no table tennis experience the basics and help them master advanced skills, too. Parents and coaches share the pleasure of attending special tournaments to see how much the children's skills have improved.



Disaster Relief 2009

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

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

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.

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 Fukushima 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.



2001

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.