

# Community Involvement and Development

As the Yamaha Group continues various activities aimed at spreading and promoting music culture in places across the world, we are also taking efforts to contribute to society as a corporate citizen.

Starting with our local contribution activities at various locations that are home to our work sites both in Japan and overseas, we are continuously engaged in donation and social welfare activities to support the nurturing of future generations. In addition, the Yamaha Group is promoting the creation of towns that utilize the power of music.

## Connections with Local Communities

### Responsibility to Local Communities

The Yamaha Group acknowledges that a corporation is a member of society, and we endeavor to be a good corporate citizen while promoting socially acceptable values and conduct. Always considerate of our impact on local communities, we engage in dialogue with community members and pursue low-environmental-impact business activities.

At offices and factories, we regularly hold information exchange sessions with surrounding municipalities and solicit opinions at neighborhood council meetings. When we build or retire a Yamaha office, we do so after reporting and explaining the matter to the head of the local government in the area while also using our exchange sessions with surrounding municipalities to make reports, as appropriate, and ask for their opinions and requests. Furthermore, when we retire a Yamaha factory, we carry out soil and groundwater surveys to assess environmental impacts on the area. In the event that an impact, such as contamination, is discovered, we take prompt and appropriate measures for decontamination or removal.

» [4-3 Harmonization with Society](#)

### Examples of Communication with Local Communities

The Yamaha Group engages in ongoing communication with the communities that are home to business sites to maintain good relations with these communities.

#### Information Exchange Sessions with Neighborhood Councils

(Yamaha Corporation)

Office	Frequency	Participants	Details
Headquarters	Once annually	8 local neighborhood councils	Business status updates, solicitation of requests/concerns, exchange of opinions
Kakegawa Factory	Once annually	7 local neighborhood councils	Business status updates, solicitation of requests/concerns, exchange of opinions
Toyooka Factory	Once annually	3 local neighborhood councils	Business status updates, solicitation of requests/concerns, exchange of opinions
Tenryu Factory	Once annually	12 local neighborhood councils	Business status updates, solicitation of requests/concerns, exchange of opinions

Note: These exchange sessions were canceled in fiscal 2021 in response to the COVID-19 pandemic.

#### ► Communication Activities Conducted at Business Sites and Factories

- Regular information exchange sessions with neighborhood councils
- Factory tours
- Accommodation of community study trips for local elementary school students and hands-on workplace experience programs and tours for local junior high and high school students
- Summer festivals for strengthening relationships with communities
- Signing of memorandums to open up facilities to the public during disasters
- Participation in local events and celebrations
- Lending of facilities, parking lots, etc.
- Cooperation with regional safety patrol activities

- Cooperation with regional environmental activities, including participation in regional cleanup efforts by employees
- Participation in joint disaster drills led by municipalities
- Donation of household goods, sweets, etc., gathered through charity bazaars and donation campaigns to local organizations
- [Donation of food from disaster stockpiles to food bank FUJINOKUNI](#)
- [Donation of food from disaster stockpiles to food bank Saitama](#)
- [Donation of food from disaster stockpiles to food bank OSAKA](#)
- Lending of instruments and holding of concerts

Note: Some activities were canceled in fiscal 2021 in response to the COVID-19 pandemic.



Information exchange session at local neighborhood council meeting (Headquarters)



Corporate museum tour (Headquarters)



Summer festival (Tenryu Factory)



Donation of food from disaster stockpiles to food bank FUJINOKUNI (Toyooka Factory)



Donation of household goods and sweets to a local organization (Toyooka Factory)



Donation of household goods and sweets to a local organization (Toyooka Factory)



Regional cleanup effort (Kakegawa Factory)



Concert at meeting for seniors (Kakegawa Factory)

## ▶ Piano Factory Tours

At the Kakegawa Factory, a domestic piano manufacturing site, we open our doors to public visitors so that they can observe the process of making grand pianos and thereby experience the appeal of instruments and music. In factory tours, visitors see how we use modern techniques and some traditional, more than 100-year-old manufacturing processes. Visitors also pass through the adjacent showroom, where we display valuable instruments as well as instruments that visitors are invited to try out. In addition, visitors witness the environmental preservation initiatives woven into our product creation activities. We accommodate a plethora of visitors, including professional and amateur musicians and local elementary school students on field trips, while also opening our doors to general customers and organizations as part of our efforts to foster understanding with regard to product creation at the Yamaha Group. In fiscal 2021, we were forced to temporarily cancel tours in response to the COVID-19 pandemic, but tours have since been resumed with limits on the number of participants and other measures for preventing the spread of the virus in place.

» [Piano Factory Tour \(in Japanese only\)](#)



Visitors observing the grand piano manufacturing process



Exhibition at the showroom

## ▶ Public Opening of Corporate Museum

Opened in 2018, Innovation Road is a hands-on corporate museum displaying exhibitions on the history of the products and services of the Yamaha Group. This museum allows general visitors to learn about products and services from the Company's founding until today, their development process, and the Company's vision for the future via audio and visual exhibits. Since its opening, many people have visited Innovation Road, including organizations, business partners, and community members.

Note: Guided tours are currently not offered to prevent the spread of COVID-19. However, audio guidance was introduced in fiscal 2021 to provide visitors with a better understanding of exhibits.

Information regarding Innovation Road can be found on the following website.

» [Corporate Museum](#)



Entrance of Innovation Road



Exhibition area (History Walk)

## ► Contributions to Communities through Yamaha Ladies Open Katsuragi

Every year, Yamaha Corporation and Yamaha Motor Co., Ltd., jointly host the Yamaha Ladies Open Katsuragi women's golf tournament at the Katsuragi Golf Club located in Fukuroi City, Shizuoka Prefecture. In fiscal 2021, this event was held without spectators to prevent the spread of COVID-19 and to ensure the safety of athletes and other parties.

Holding this major event was made possible by the support and understanding of volunteers, community members, and local governments. The burden placed on these supporters was even greater this year due to precautions needing to be taken to prevent the spread of COVID-19.

Since the first tournament in 2008, Yamaha Corporation has given donations to local governments that have backed the tournament (Shizuoka prefectural government and five municipalities) as a token of our appreciation to community members for their cooperation and support of the event and as an expression of our desire to further strengthen these ties. These donations are to be used for regional revitalization and social welfare activities, such as maintaining sports facilities, buying vehicles for volunteer activities, and funding cultural and educational venues.



Portable hand sanitizer bottles and awareness-raising sign



Volunteer staff



Volunteer tent arranged with social distancing in mind

## Promotion of Music Culture

### Support for Aspiring Musicians

The Yamaha Group contributes to the spread and development of music culture at various music contests and workshops both in Japan and overseas, including piano contests held across the world. The Group not only provides musical instruments to those pursuing a high artistic standard but also assists with the running of the events.

Additionally, the Yamaha Group has set up scholarship systems in different regions of the world to support aspiring musicians and those at the beginning of their careers. The Yamaha Group also teams up with music education institutions to offer ongoing support through the provision of curriculum and seminars for instructors.

For example, the Hamamatsu International Wind Instrument Academy and Festival was launched in 1995 as part of our efforts to help make Hamamatsu City into a city of music. Held together with Hamamatsu City and other co-organizers, this world-leading music festival is centered on wind instruments. In this event, we arrange an academy in which we welcome wind instrument players from around the world to help cultivate aspiring musicians looking to become professional performers. Another part of this event is the festival, a concert for enjoying wind instrument performances open to community members. A major goal of this event is to promote music culture exchanges and cultivate globally active performers in Hamamatsu City.



Hamamatsu International Wind Instrument Academy and Festival



Yamaha Wind Instruments Debut Concert



Concert at Xinghai Conservatory of Music (China)



## School Music Education Support

The Yamaha Group supports music education at schools in various regions of the world. Community-rooted efforts are made to contribute to the enrichment of course content by providing instruments, offering courses on methods of instruction to music instructors, and supplying music-related information.

### ► Yamaha School Project—Providing Opportunities to Play Musical Instruments

In order to enable more children to experience the joy of playing a musical instrument, the Yamaha Group has been carrying out the School Project since 2015 to support instrumental music education at public schools primarily in emerging countries.

The benefits of instrumental music education are so well documented that such instruction is standard in schools around the world. Conditions regarding such education vary greatly by country, and schools in some countries are often unable to provide musical education at a satisfactory level due to a lack of equipment or trained teachers or inadequate curriculum. The Yamaha Group hopes to help provide these children with opportunities for quality musical instrument performance experiences during the course of their public education.

As of March 31, 2021, we had provided opportunities for musical instrument performance experiences to an aggregate total of roughly 710,000 children at approximately 4,100 schools in six countries (Malaysia, Indonesia, Vietnam, India, Brazil, and the United Arab Emirates).

Furthermore, the Yamaha Group has been chosen to participate in a project for introducing Japanese-style instrumental music education into primary education in Egypt. This project was selected as a 2020 pilot project to receive support from the Introduction of Japanese-style Education Using Public-Private Collaborative Platform (EDU-Port Japan Project) established by the Ministry of Education, Culture, Sports, Science and Technology to export Japanese-style education. This will be the third such project advanced by the EDU-Port Japan Project, following the 2016 and 2018 projects carried out in Vietnam. In this project, the Yamaha Group will partner with Tokyo Gakugei University Children Institute for the Future to test methodologies for measuring non-cognitive skills\* in order to assess and research the educational benefits of recorder lessons from an academic perspective. Through this project, we aim to help address the educational issues faced in Egypt while examining possibilities for contributing to the music culture and education in this country.



Recorder lesson in Vietnam



Training for teachers in Egypt  
Photograph provided by Egypt-Japan School

\* Non-cognitive skills: Goal accomplishment, cooperation, emotional control, and other skills pertaining to one's thinking, emotions, and behavioral patterns thought to have an impact on life after becoming an adult and to have a connection to the development of cognitive skills such as reading, writing, and calculation



EDU-Port Japan certification

- 》 Music Time Program in Public Elementary Schools around the World
- 》 Enriching Education in Vietnamese Schools through the Introduction of Instrumental Music Education
- 》 Spreading the Fun of Playing Musical Instruments to Children Across the Globe
- 》 Support for Providing Instrumental Music Education Opportunities in Public Education to Deliver the Joy of Musical Instruments and Music to Children Around the World

▶ **Music Education Programs in the Middle East and Africa**

Yamaha Music Gulf FZE (YMGF), a Yamaha subsidiary tasked with sales in the Middle East and Africa, regions where western music education has not taken root, is engaged in activities for promoting music education in schools based on the local circumstances of the respective countries.

Countries incorporating music classes into school curricula are incredibly rare in the Middle East and Africa due to cultural differences and a lack of instructors. In 2012, YMGF started a school music education promotion project in order to help foster aesthetic sensibilities and support the growth of children through musical instrument education. YMGF carries out this project in collaboration with local sales agents as it seeks to demonstrate the importance of music education by inviting local education officials to observe classes in Japanese elementary schools.

Since starting the project with one school in South Africa in 2016, YMGF has continued to expand the scope of its activities. As of March 31, 2021, YMGF had conducted recorder lessons for an aggregate total of roughly 7,500 students in 77 schools in seven countries: South Africa, Nigeria, Kuwait, the United Arab Emirates, Kenya, Morocco, and Uganda.



Recorder lesson in South Africa



Recorder lesson in Nigeria

▶ **School Wind Band Workshops**

Since 2010, Yamaha Music & Electronics (China) Co., Ltd. (YMEC), has been dispatching local and foreign instructors to hold workshops for school wind bands in major and other cities. In fiscal 2021, these workshops were held at two locations to provide instruction to approximately 100 students. Under normal circumstances, YMEC would hold wind band director workshops to improve the wind instrument instruction capabilities of general music teachers in conjunction with the workshops for school wind bands. As we were unable to hold wind band director workshops in fiscal 2021 due to the COVID-19 pandemic, YMEC instead arranged an open band director workshop, which was attended by roughly 150 band directors, to further its efforts to contribute to the education of band directors.



Band workshop



### ► Student Band Maintenance Seminar

In South Korea, band (wind instruments), orchestra, and other music activities are popular among extracurricular activities in schools. However, students often do not have much opportunity to learn about musical instrument maintenance at local schools, and there arise situations in which the students are unable to properly produce notes despite owning high-quality instruments as these instruments become damaged.

To help schools become an environment more conducive to music performances, Yamaha Music Korea Ltd. (YMK) has been visiting schools with orchestras since 2013 to hold seminars on musical instrument maintenance and offer to repair instruments free of charge. To date, YMK has visited over 300 schools to teach students how important it is to maintain their instruments in good condition, thereby supporting music activities in these schools and contributing to the development of music culture in South Korea.



Maintenance seminar



Musical instrument maintenance

### ► Donation of Musical Instruments to Schools for the Children of Migrant Farmers

Yamaha Music & Electronics (China) Co., Ltd. (YMEC), together with four manufacturing subsidiaries and major sales agents in China, has been donating instruments to schools for the children of migrant farmers across China since 2013. These donations are a show of YMEC's gratitude for local communities and for the growth of its business in China.

YMEC continues to make such donations with the goal of giving children the opportunity to experience music and learn the wonders of instruments and thereby helping them to develop artistic sensitivity. To date, 60 schools have received donations, and the aggregate amount of donations has reached approximately RMB5.2 million.

#### Major Instrument Donations

Date	Number of schools	Donated articles
FY2013	2	Pianos, portable keyboards, and AV equipment
FY2014	27	Pianos, digital pianos, portable keyboards, and AV equipment
FY2015	7	Pianos, portable keyboards, and AV equipment
FY2016	7	Pianos, portable keyboards, AV equipment, and PA systems
FY2017	5	Digital keyboards
FY2018	2	Digital keyboards
FY2019	5	Digital keyboards
FY2020	5	Digital keyboards
FY2021		Postponed due to the COVID-19 pandemic



Ceremony commemorating donations



Donated portable keyboards

## ► School Music Education Support Websites

Yamaha Corporation is developing tools for supporting school music teachers as well as piano, Electone, and other music instructors. For example, we have Music pal, a school music education website containing a wealth of information that is useful for music coursework covering the history of music, musical composition, and a variety of different instruments. In addition, the Musical Instrument Guide Plus website provides content useful for music coursework and investigative learning, including the origin and makeup of instruments, information on how they are played, and trivia designed to help users develop a deeper understanding of the instruments that interest them.

» [Support for Music Instructors \(in Japanese only\)](#)

» [Music pal \(in Japanese only\)](#)

» [Musical Instrument Guide Plus](#)

## ► Japan Band Clinic

Yamaha Music Japan Co., Ltd., supports and takes part in the planning of the Japan Band Clinic, which is comprised of lectures and concerts for band directors from across the country. One of Japan's largest comprehensive band training events, the Japan Band Clinic is designed to help improve the capabilities of Japan's band directors and to further the spread and development of band culture. This event was first held in 1970 and is open to school music teachers and all other band directors in Japan. Prominent lecturers and bands from Japan and overseas are invited to take part in this event, which includes lectures on how to instruct and operate bands as well as concerts. In addition, the Japan Band Clinic is an opportunity for sharing information on new music sheets, software, and other topics matched to contemporary needs and for proposing directions for future band activities. In this manner, the Japan Band Clinic contributes to the development of Japan's band culture.



Concert at 50th Japan Band Clinic

## Efforts to Spread Music through Events and Contests

The Yamaha Group is working to help spread music in the different regions of the world through events and contests. These efforts include proposing new ways to enjoy musical instruments and music for all ages as well as planning and providing spaces for performances by amateur musicians looking to take their passion to the next level.

### ► Hamamatsu Jazz Week

Each year, Yamaha Corporation holds Hamamatsu Jazz Week in cooperation with Hamamatsu City and other co-organizers. The event, which was first held in 1992, is part of the Hamamatsu City government's efforts to create a city with music at its core. Hosted through a joint effort by the government and the community based on the theme of jazz, which can be enjoyed by people of all ages, this unique event has become an entrenched part of the local culture that is beloved by fans of jazz and even people who are not. This event features hall concerts by top-notch domestic and international artists as well as school students from outstanding big bands throughout Japan, live performances that allow guests to casually enjoy jazz on street corners, and events held in collaboration with local jazz clubs. In recent years, we have been holding workshops for big bands from elementary, junior high, and high schools and universities as well as in-school jazz concerts in which professional musicians are sent to perform at elementary and junior high schools in Hamamatsu City. These events are part of plans for cultivating future musicians by fostering artistic sensitivity and expressiveness in children while engaging with municipalities and cultural organizations and communicating the appeal of jazz throughout Japan via coordination with tourist organizations. The Yamaha Group is also promoting new initiatives for helping cultivate new music fans and promoting the spread of music culture.



Yamaha Jazz Festival



Street Jazz Festival bringing excitement to the city streets

## ► Wind Instrument Performance Contest

Yamaha Music & Electronics (China) Co., Ltd. (YMEC), holds a wind instrument performance contest every year in locations across China to provide opportunities for wind instrument performances. In fiscal 2021, this contest was replaced with online ensemble performance contests carried out through a cloud-based system in light of the COVID-19 pandemic. A total of 68 individuals participated, and 94,241 votes were cast.



Cloud-based ensemble performance contest

## Provision of Opportunities and Places to Engage with Instruments

### ► LovePiano Street Piano Events—Making People More Familiar with Pianos

Since 2017, Yamaha Music Japan Co., Ltd., has been conducting LovePiano activities that involve providing casual performance spaces based on the concept of feeling more familiar with pianos and enjoying them more. Centered on the theme of LovePiano, these activities include placing colorfully painted pianos in open spaces, where they can be played by anyone; transmitting various information pertaining to pianos via the internet; and otherwise working to communicate the appeal of pianos. So far, these pianos have been set up and enjoyed by numerous people in a total of 50 public spaces across Japan, including JR Shinjuku Station and Shinagawa Station, the Umihotaru Parking Area on the Tokyo Bay Aqua-Line, and Osaka International Airport (Itami Airport).

Over the period from November 21 to 29, 2020, pianos were set up at JR Akihabara Station and Ikebukuro Station to create a space in which people connect through music.

Yamaha Music Japan Co., Ltd., intends to continue these LovePiano activities with the hopes of encouraging people to start playing piano while also spurring former pianists to pick up the instrument again.

» LovePiano (in Japanese only)



Piano at JR Akihabara Station



Piano at JR Ikebukuro Station



Piano at Yokohama City Hall

## Contribution to Regional Community Development

### Regional Contribution Activities through Music

The Yamaha Group aims to make contributions to communities and their invigoration by planning and holding music events in various regions.

#### ► Community Development through Music

Yamaha Music Japan Co., Ltd., is advancing the Oto-Machi Project for Creating Musical Towns. The Oto-Machi Project aims to revitalize communities and create shared value for companies and society by harnessing “the power of music to connect people.” To address the issues faced by municipalities, communities, and companies, the Yamaha Group proposes and supports citizen participatory projects, events, and programs that use music as a tool for community development.

The Yamaha Group aims to help create the independent communities that form sustainable community foundations. Through the Oto-Machi Project, we promote new forms of social contribution activities by offering focused support for the early stages of community development and building schemes for places and times that allow for ongoing activities open to free participation by community members.

The Yamaha Group has been engaged in a facilitator development program through group drumming together with a Kashiwa City social welfare association with the aim of fostering community leaders since fiscal 2017. These activities have given rise to Drum Circle Beat of Kashiwa (DCBK), a group comprised of individuals who have completed the facilitator development program. DCBK's activities are being advanced in an increasingly wide range of locations throughout the community. Meanwhile, Shibuya Zunchaka!, a community-participation-based program launched in 2013 that has received planning support from the Oto-Machi Project for eight years, is scheduled to be held for the eighth time in 2021. As the level of coordination between community volunteers, local businesses, and residents has increased, the organization committee has grown to the point at which it is able to operate the event in a sustainable manner. The Yamaha Group will continue to support the development of this event from 2021 forward as a sponsor.

» [Community Development through Music \(in Japanese only\)](#)



Kashiwa facilitator development program



Shibuya Zunchaka!

### ▶ Regional Contribution Activities by the Yamaha Symphonic Band

The Yamaha Symphonic Band, which was established in 1961, is an amateur band comprised of Yamaha Group employees. The band's activities include holding regular musical performances and pop concerts, supporting the Yamaha Baseball Club, and performing regularly and appearing in contests in Japan and overseas. The band also actively participates in events rooted in local communities while helping Hamamatsu City realize its vision for becoming a "city of music." The Promenade Concert held in front of JR Hamamatsu Station is one example of these events.

» [The Yamaha Symphonic Band](#)



Promenade Concert

## Support for Youth Development through Music Popularization

The Yamaha Group contributes to the healthy development of youths and the development of music education and culture through activities that include bringing music and musical instruments to local communities in addition to activities to popularize music.

### ▶ Support Activities through the AMIGO Project

In many countries in Central and South America, crime and poverty as well as social inequality are serious social problems. In order to enable the children in such environments to grow up in a healthy manner, rather than leaning toward crime, delinquency, or violence, music education activities are provided free of charge as a country policy. These activities have led to the formation of regional youth orchestras and band groups. Endorsing such activities, the Yamaha Group has long offered support for activities that draw participation by large numbers of children.

The AMIGO Project was launched in 2014 to further build upon such support activities. This project entails holding maintenance workshops to spread knowledge regarding instrument maintenance and to help children learn how to maintain instruments on their own. In addition, we hold technician seminars to foster technicians that can repair instruments and offer other forms of support to aid in the development of an environment in which children can more easily continue to play music. In fiscal 2021, we were unable to hold in-person seminars due to the COVID-19 pandemic, but these activities were carried out by switching to online options. This project is currently active in eight countries: Mexico, El Salvador, Costa Rica, Panama, the Dominican Republic, Colombia, Peru, and Brazil.

» [Support for Youth Development through the Power of Music](#)



Youth development orchestra and band organization (Mexico)



Technician seminar

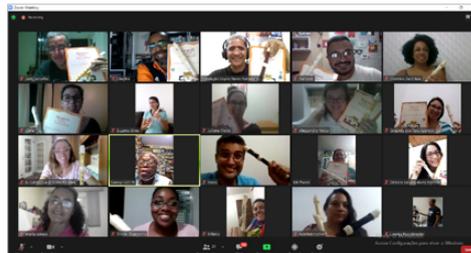
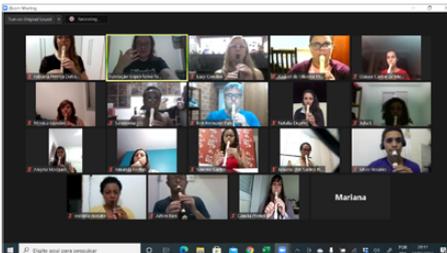
### ► Recorder Music Popularization Seminar by Sopro Novo

Yamaha Musical do Brasil Ltda. (YMDB) began its Sopro Novo (New Breath) activities in 2005 and has since been holding recorder music popularization seminars for music teachers throughout Brazil.

These seminars entail music instruction lessons that comprehensively provide instruments, textbooks, and teaching methods. Starting with how to read music and ending, ultimately, with ensemble performances, seminar members learn music performance techniques so that they can begin giving music instruction to beginners after completing the lessons. In Brazilian schools, there is no regular music education in the compulsory curriculum. For this reason, the cultivation of music instructors plays an important role in granting children their first opportunity to learn music. Over the past 13 years, Sopro Novo seminars have been held over 1,600 times in 189 cities and have trained approximately 4,700 instructors. The number of children taught by those instructors has reached more than 550,000.

In 2017, we established the non-profit organization Fundação Sopro Novo Yamaha. At this time, we began to lobby the government to adopt direct music education and embarked on activities to provide music teacher training and music education instruction in public schools. Furthermore, the state of São Paulo provided support for costs of the activities in the form of tax exemptions in 2018, acknowledging the contributions from past Sopro Novo activities. In 2019, recorder seminars were held, drawing 103 participants from 10 groups, and recorder classes based on the Sopro Novo method were conducted in 54 public schools.

In 2020, the COVID-19 pandemic impeded our ability to conduct the face-to-face recorder seminars that had been held previously. In response to this situation, YMDB prepared online recorder lesson materials and began conducting online lessons in October 2020. As of March 31, 2021, more than 100 individuals, primarily consisting of public school teachers, had participated in these online lessons. After the conclusion of the pandemic, YMDB will resume on-site activities at public schools and move forward with the development of frameworks for promoting the widespread adoption of the Sopro Novo method in school education.



Online recorder lessons held starting in October 2020

# Support for Fostering Future Generations

## Cooperation with On-Site Tours, Hands-On Learning, and Educational Facilities

As part of our local contribution activities, the Yamaha Group accepts requests from local educational institutions in parts of the world where it has business sites and opens its workplaces for visitors to experience hands-on learning. We also offer internships and tours of our workplaces and factories and help educational facilities prepare exhibits.

By accepting junior high school students for workplace hands-on learning and high school students for internships, the Yamaha Group provides opportunities for the young people who will shape the future to experience work in a hands-on manner and thereby helps young people formulate goals and develop a passion to work in the future.

Yamaha Corporation has been contributing to exhibits at the Hamamatsu Science Museum (Hamamatsu City, Shizuoka Prefecture) since it opened to help develop science-oriented minds. The Hamamatsu Science Museum is an experience-focused museum centered upon active learning that provides children and adults alike with the opportunity to have fun while learning about science in the areas of sound, light, force, and space. Companies representing local communities have helped develop permanent exhibits at this learning facility. Yamaha Corporation has made the following contributions to the museum.

### Yamaha Corporation Contributions to Sound Zone

Section	Details
<b>Variable acoustic room</b>	Presented an exhibit using electro-audio signal processing technology that enables visitors to experience sound echoes and changes in the way things sound by clapping, speaking, and playing instruments inside a booth installed with a sound setting support system (Active Field Control), which can control echoes inside the room and how the space unfolds, in which visitors can select such simulated settings as an echo room, cave, and church based on which image fitting the scene will be an image befitting the scene displayed via the front projector

## Education Support for Children

The Yamaha Group provides a variety of programs to help support child development. Every year, we respond to requests from local governments and educational institutions when offering on-site lessons outside the Company and providing child programs focused on the theme of manufacturing. The Yamaha Baseball Club also participates by offering youth baseball clinics and other activities.

### ► Manufacturing Classes and On-Site Lessons

Throughout each year, Yamaha Corporation works with local educational institutions to offer classes teaching children about manufacturing. For example, we hold handmade guitar classes in which children create their own handmade one-string guitars using everyday items such as cardboard boxes and toothpicks. Other classes teach children how to make a folk instrument from Africa called a mbira using offcuts from piano manufacturing. Furthermore, we offer classes in which children make mini clappers the size of a keychain so that they can carry them around and form an attachment with the instrument. These classes use musical instruments to offer children a way to experience the process of manufacturing.

Upon request from local government agencies and educational institutions, we are also offering on-site lessons at elementary schools based on the theme of universal design.



Handmade guitar class



Handmade mbira class



Mini clapper class



Manufacturing class jointly held with Yamaha Motor Co., Ltd.



On-site universal design lesson based on the theme of universal design in sound

### ► Wooden Blocks for Children Made from Piano Offcuts

Yamaha Music Manufacturing Japan Corporation provides wooden blocks made from offcuts produced during the piano manufacturing process to local kindergartens, preschools, elementary schools, and public facilities. Continuing since 1998, this program is a chance to contribute to the community while simultaneously finding a useful purpose for waste material. Piano offcuts were most recently provided to local kindergartens in September 2020.



Craft making using offcuts



Children playing with wooden blocks made from offcuts

### ► Baseball Clinics for Youth Teams Provided by the Yamaha Baseball Club

The Yamaha Baseball Club holds baseball clinics for local youth baseball teams in western and central Shizuoka Prefecture as part of its efforts to contribute to the community and the development of young people in the area through sports. At these clinics, members of the Yamaha Baseball Club provide instructions and examples to teach young ball players techniques such as how to shift their weight when pitching, where to step, basic posture when fielding infield and outfield, play combinations, and how to follow the ball when batting. The clinics help foster healthy young baseball players while nurturing the dreams and supporting the development of young people. Since fiscal 2017, the Company has participated in Hamamatsu City's Top Athlete Partnership Business\* and provided instruction, including lessons for improving pitching and catching techniques to junior high school students and T-ball lessons for preschoolers that focus on play using balls.

Furthermore, the Junior Baseball Instructing Club, primarily made up of former members of the Yamaha Baseball Club, hold baseball health examinations for children during the clinics. As part of the exams, sports medicine doctors help children with baseball injuries and give them advice to help prevent injuries and accidents.

\* This business has been run by Hamamatsu City since fiscal 2017 and entails holding sports classes by sending local top athletes to sports organizations and schools. By imparting the skills and experiences of top athletes, the objective is to uncover the next generation of top athletes and increase the number of children participating in sports.



T-ball lesson



Baseball health examination

## Education Solutions Utilizing ICT

Information and communications technology (ICT) is being increasingly used in school education. In light of this trend, Yamaha Corporation is proposing new means of learning in the classroom.

### ▶ Smart Education System Music Education Solution Utilizing ICT

Since 2014, Yamaha Corporation has been developing the Smart Education System (SES), a music education solution that utilizes ICT, in the educational setting of schools. Capitalizing on the skills related to music it has developed over the course of many years, as well as its knowledge about music education, Yamaha Corporation has repeatedly conducted trial classes with the help of elementary and junior high schools across the country through which it has developed digital classroom teaching materials. In February 2017, the Company released the VOCALOID™ for Education, Guitar Class, and Koto (a traditional Japanese musical instrument) Class. Following this, the Company launched the Alto Recorder Class, Chorus Practice, Soprano Recorder Class, and Singing Class. All of these offerings have been positively received.

Primarily aimed at elementary and junior high school students, these materials are not simply teaching materials, but content packages covering how to lead classes following course curriculum guidelines, cautionary tips to keep in mind when teaching, and videos on foundational knowledge needed for performance. These packages have been designed for ease of use by teachers in schools. Teaching classes while following this system helps foster students' imaginative and theoretical skills while simultaneously allowing teachers to teach easily and effectively. Certain materials were made available free of charge via the internet in March 2020 to help elementary and junior high school students whose schools had been closed for extended periods due to the COVID-19 pandemic learn on their own. The response was incredible, with 500,000 accesses and these materials being introduced by the Ministry of Education, Culture, Sports, Science and Technology, the Ministry of Economy, Trade and Industry, and 250 municipalities and schools. In light of this incredibly positive response, we established a website for communicating music class ideas that employs digital materials in June 2020. This website introduces ideas for classes that are especially valuable now, when the pandemic is placing restrictions on traditional music class activities like musical instrument performance and chorus and other singing.

Through SES, Yamaha Corporation plans to capitalize on the benefits of digital music classroom materials, namely their ability to be quickly adjusted to adapt to changes in the social climate and trends, to provide support for new forms of music education by promoting the widespread use of cloud services and other digital solutions.



Teaching materials screen for Soprano Recorder Class



Singing Class digital teaching material



» Website for communicating music class ideas

» Smart Education System (SES)

## ► Distance Learning Using Web Conference Microphone Speakers

As the utilization of ICT becomes more common in classrooms, ICT-powered distance learning is being proposed more frequently thanks to its ability to bring classes of different schools in the same city together, support exchange classes between sister schools, and provide collaborative classes in remote islands and other underpopulated areas with a shortage of specialized teachers. As Japan's Ministry of Education, Culture, Sports, Science and Technology recognizes distance learning programs and grants accreditation in high schools, more forms of distance learning programs are expected to be offered in the future. The voice quality of classes and lectures is imperative to distance learning as interference or interruptions can impede a student's ability to understand classes. For this reason, the ability to deliver a clear, uninterrupted voice is absolutely essential.

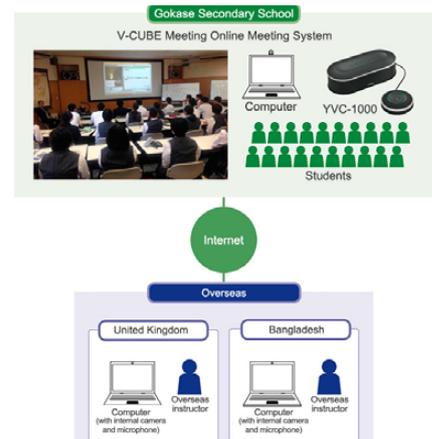
In cooperation with prefectural education boards, educational institutions, and other companies, Yamaha Corporation promotes the use of voice communication devices, such as web conference microphone speakers, for distance learning programs. Yamaha's high-quality web conference microphone speakers feature easy installation and configuration and allow for distance learning classes, ranging from small classes with one or two students to larger classes in the area of 40 students, to be held in a hassle-free manner with optimal voice quality not hampered by reverberations or interference.



English conversation class using a tablet and remote teaching system (Koga Daiichi Municipal Junior High School, Koga City, Ibaraki Prefecture)



Presentation utilizing ICT (Komagamine Municipal Elementary School, Shinchi Town, Fukushima Prefecture)



Distance learning system utilization example (remote communication venture at Miyazaki Prefectural Gokase Secondary School)

# Donations and Social Welfare Activities

## Promotion of Employee Volunteer Activities

The Yamaha Group promotes employee participation in volunteer activities. In addition to establishing various programs, we use the Company intranet and other means to share information on available volunteer opportunities while also publicizing examples of previous volunteer activities.

### ► Voluntary Philanthropic Activities by Employees

Yamaha Corporation of America launched the Yamaha Cares employee voluntary philanthropic activity program in 2003. Yamaha Cares is aimed at contributing to the regions in which employees live and work by donations, collecting contributions, providing Yamaha products, and conducting other initiatives. One such activity is a donation drive benefitting a children's hospital researching the treatment of Type 1 juvenile diabetes. Every year, employees participate in the Southern California Half Marathon and solicit contributions, which have exceeded \$110,000 in total. Yamaha Cares continues to support the hospital, which is one of the few institutions researching the treatment of juvenile diabetes.

## Major Yamaha Cares Activities

- Fundraising efforts for a children's hospital
- Donations, including donations of Yamaha products, to after-school programs (run by United Sound, Inc.) providing musical performance experiences to children with development disorders
- Participation in Making Strides Walk, an activity supported by the American Cancer Society

» [United Sound website](#)

» [American Cancer Society website](#)

» [Making Strides Walk website](#)



Employees raising funds through half marathon to be donated to Children's Hospital of Orange County (CHOC)



Fundraising activities and Yamaha product donations to various organizations



## Regional Welfare and Disaster Relief Activities

### ► Donation of Food from Disaster Stockpiles to Food Bank FUJINOKUNI

A charitable organization, food bank FUJINOKUNI seeks to help build a mutually supportive society. This organization has developed and runs a system for accepting donations of food that is safe to eat but would otherwise be discarded from companies, organizations, and individuals and equitably distributes this food to people who need it. The Yamaha Group fully supports the organization. At offices in Shizuoka Prefecture, the Yamaha Group stockpiles food to be distributed in the event of a disaster. Before the food is due to be replaced, the Yamaha Group donates it to the food bank. The scope of these donations is being expanded as offices in Tokyo and Osaka have begun donating food from disaster stockpiles to organizations such as food bank Saitama and food bank OSAKA.

### ► Initiatives to Support Areas Impacted by Natural Disasters

The Yamaha Group implements initiatives for supporting the recovery of areas impacted by natural disasters in the domestic and overseas regions in which it has factories and other operating bases.

For the purpose of supporting the areas and people impacted by the Great East Japan Earthquake, the Yamaha Group has provided school musical instruments and other products through its sales agents, held a variety of charity concerts, and supported the activities of the School Music Revival. In addition, we have been holding charity concerts by the Yamaha Symphonic Band to promote recovery in the Tohoku region. Even now, a portion of the sales of CDs by this band is donated to the impacted areas through the Japanese Red Cross Society, and we continue to engage in other such activities to support the recovery effort.

Furthermore, we offer support for the recovery of areas impacted by disasters through special repair and other services for Yamaha products damaged by disasters available to customers impacted by disasters in regions applicable under the Disaster Relief Act.

### Support Provided in Fiscal 2021

- Kyushu floods: ¥30.0 million in donations, special repair and other services for Yamaha products damaged by disasters
  - » [Application for Special Repair and Other Services for Yamaha Products Damaged by Disasters \(in Japanese only\)](#)