

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. As we contribute to the development and popularization of music culture and to the enrichment of society through our business, we are also fulfilling our social responsibility as a good corporate citizen through proactive community outreach and engagement. We thereby aim to advance low-environmental-impact business activities that are considerate of society. 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 2022 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
- Exhibition in and cooperation with MUSIC SPOT at Shin-Tomei Expressway NEOPASA Hamamatsu and exhibition at Hamamatsu Station on the Tokaido Shinkansen line
- 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 2022 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 household goods and sweets to a local organization (Toyooka Factory)



Donation of food from disaster stockpiles to food bank FUJINOKUNI (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 2022, factory tours were held with limits on the number of participants in light of the COVID-19 pandemic, and we also provided remote (online) factory tours for local elementary school students.

[► 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 by staff were resumed every Friday and Saturday (twice a day) in January 2022.

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

[» Corporate Museum](#)



Entrance of Innovation Road



Exhibition area (History Walk)

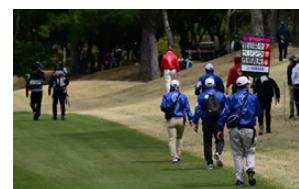
▶ Contributions to Communities through Yamaha Ladies Open Katsuragi

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 2022, this event was held with roughly 3,000 spectators each day based on our desire to support athletes who continue to chase their ambitions amid the COVID-19 pandemic and to deliver the excitement of the competition directly to golf fans. The greatest possible steps were taken to prevent the spread of COVID-19 at the event.

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 COVID-19 precautions.

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.

[» Yamaha Ladies Open KATSURAGI \(in Japanese only\)](#)



Volunteer staff



Volunteer staff



Volunteer tent arranged with social distancing in mind



Tournament winner Mao Saigo

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 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, 2022, we had provided opportunities for musical instrument performance experiences to an aggregate total of roughly 1.29 million children at approximately 5,200 schools in seven countries (Malaysia, Indonesia, Vietnam, India, Brazil, the United Arab Emirates, and Egypt).

Furthermore, the Yamaha Group has been engaged in a project for introducing Japanese-style instrumental music education into primary education in Egypt since 2021. This project was selected as a 2020 pilot project to receive support from EDU-Port Japan, a public-private, nationwide initiative that aims to introduce Japanese-style education overseas by providing a platform for public-private collaboration. We have also concluded a subcontracting agreement with Japan International Cooperation Agency (JICA) with regard to this project as part of JICA's SDGs Business Supporting Surveys and the United Nations Sustainable Development Goals (SDGs) business support project. Yamaha has been fulfilling the duties of this contract as a JICA-SDGs partner.*1

Japanese-style education, and its ability to foster non-cognitive skills,*2 is gaining a lot of attention in Egypt, with an organization known as Egyptian Japanese School going as far as to establish public schools supervised by former principals of Japanese schools. Going forward, Yamaha will continue to work with Tokyo

Gakugei University Children Institute to research methods for measuring non-cognitive skills. We thereby aim to help address the issues faced with regard to education in Egypt while also expanding the possibilities for music culture and education in this country.

*1 JICA-SDGs partner: System established by JICA in July 2020 with the goal of evolving the initiative policies and plans based on the SDGs established by the relevant Japanese government agency in which companies and other organizations that work together with JICA to contribute to the accomplishment of the SDGs are recognized as partners

*2 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

➤ Features
➤ School Project



Recorder lesson in Vietnam



School operated by Egyptian Japanese School (photograph provided by 10th of Ramadan 2)



We support the Sustainable Development Goals



EDU-Port
ニッポン



► 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 and to help foster local instructors.

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, 2022, 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 and Instructor Training

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 2022, these workshops were held at four locations to provide instruction to approximately 400 students. Under normal circumstances, YMEC would invite instructors from Japan to 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 2022 due to the COVID-19 pandemic, YMEC instead arranged wind band director workshops led by prominent local directors, which was attended by roughly 500 band directors, to further its efforts to contribute to the education of band directors.



Band workshop



Wind band director 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

► K-ONB Program for Offering Instruments and Equipment Support to Nationwide High School Light Music Clubs

Yamaha Music Japan Co., Ltd., has launched its K-ONB program for providing support regarding musical instruments and equipment to high school light music clubs. This program for providing assistance as a musical instrument manufacturer was created amid the rising popularity for such club activities across Japan.

The recent rise in membership in high school light music clubs has created a situation in which there are a large number of schools lacking the necessary knowledge regarding instruments, equipment, and their use as well as numerous students that do not understand the proper methods of performing maintenance on their instruments. Seeking to support such light music clubs, Yamaha Music Japan visits more than 200 high schools and concert sites a year to hold instrument-related workshops and provide band performance advice. This company also arranges workshop on how to use club equipment and conducts other proactive support activities. In addition, helpful content for high school light music clubs, focused on information on instruments and equipment, is uploaded on social media accounts and YouTube to complete a support approach taking advantage of both online and offline venues.



Workshop on instrument and equipment use and band performance held at high school for light music club



K-ONB High School Light Music Club Support Website (in Japanese only)

[» K-ONB High School Light Music Club Support Website \(in Japanese only\)](#)

► 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
FY2022	—	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 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](#)

► 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, 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 embarking on new initiatives for helping grow the number of music fans and contribute to the popularization of music culture. Such initiatives include engaging with municipalities and cultural organizations and broadcasting the appeal of Hamamatsu City and jazz throughout Japan via coordination with tourist organizations and live online streaming. Other activities include arranging events that serve as aspiration for outstanding student big bands from across Japan, holding workshops for big bands from elementary, junior high, and high schools and universities, and conducting 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.



Yamaha Jazz Festival



Next-Generation Jazz Stage workshop
for student big bands

► Brass Jamboree Ensemble Event for Everyone

The Yamaha Group holds the Brass Jamboree concert event for lovers of wind and percussion instruments to capture the fundamental joy of performing. In this event, instrument lovers are invited to assemble in a large concert hall to play together. By providing an accessible outlet for people seeking to play together, we aim to create a joyous experience of group music for all wind and percussion instrument lovers to be enjoyed by beginners, families, and groups of musicians. The rehearsal for the 11th iteration of this event, held in 2022, was preceded by a special lecture by instructor and ensemble director Koji Orita on how to get greater levels of enjoyment from playing pop music. This event was attended by approximately 200 participants ranging from those in their teens to those in their 70s, who were treated to the joy of playing music, meeting and interacting with people through music, and taking part in large-scale ensembles, which made for an irreplaceable performance encompassing the entire venue and built on the dreams of participants.



Instructor and ensemble director Koji Orita and special guest TubamanShow



Brass Jamboree event attended by approximately 200 wind and percussion instrument lovers ranging from their teens to their 70s

► Yamaha Solo Saxophone 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, saxophone contests were held through online venues in light of the COVID-19 pandemic. A total of 468 individuals participated in these contests



Online judging (left) and performance (right)



Solo saxophone contest flier

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 like train stations, airports, and commercial facilities, where they can be played by anyone, to allow a wide range of people to form a connection with the piano. To date, such pianos have been placed in more than 90 locations across Japan, providing casual opportunities to play and creating spaces for forging connections with people through the piano and the surrounding excitement.

In fiscal 2022, Yamaha Music & Electronics China Co., Ltd. (YMEC), launched its own LovePiano program. Activities through this project thus far have included the placing of four pianos painted by students of Shanghai Theater Academy in open spaces in Nanjing City shopping malls in February 2022. In addition, a virtual piano painting event was held that allowed individuals to design and post the piano of their liking online. This event was meant to give people who cannot play the piano a way to participate in this program.

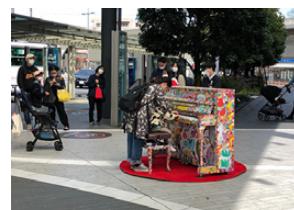
We intend to continue these LovePiano activities with the hopes of encouraging people to start playing piano while also spurring former pianists to pick up the instrument again and helping address social issues through community building and energization.

Major LovePiano Locations (2021)

- Ueda Electric Railway Bessho-Onsen Station (Uedadentetsu Co., Ltd.)
- Hina-no-Sato (Minamiboso City Tourism Association)
- Hibiya OKUROJI (JR East Urban Development Corporation)
- Stellar Town (Saitama City culture promotion section)
- 28th Kineko International Film Festival
- Amagi Mizu-no-Bunkamura (Japan Water Agency), etc.



Tamagawa Takashimaya Department Store (28th Kineko International Film Festival)



Futako Tamagawa Rise (28th Kineko International Film Festival)



Amagi Mizu-no-Bunkamura



Hina-no-Sato



LovePiano activity in China (Shopping mall in Nanjing City)

reservation of Music Traditions

▶ Joint Real Sound Viewing Exhibition with Hamamatsu Museum of Musical Instruments Reproducing Chikuzen Biwa Performances

Over the period from October 28, 2021, to December 7, 2021, the Hamamatsu Museum of Musical Instruments and Yamaha held a Real Sound View exhibition that reproduced Chikuzen biwa (traditional Japanese lutes) performances.

This exhibition took advantage of Yamaha's Real Sound View system for faithfully preserving the performances of artists.

Through this system, we digitized the sound from performances and input this data into devices attached to biwas that translate the data in vibrations, which are communicated to the instruments to play them automatically. The authentically reproduced audio of performances, which faithfully captures the powerful strokes and minute nuances of the performance, is combined with life-sized video of performances to make for a vivid virtual performance that feels as though one is watching the real thing.

Moreover, performance videos were overlaid with the scores from the program in order to deepen understanding regarding the Chikuzen biwa and provide a more visually stimulating exhibition that paints a stronger picture of the performance and its accompanying story. This approach allows for a more immersive look at the practice of being played along with stories that is characteristic of the Chikuzen biwa.

Yamaha is committed to such effort to preserve music cultural artifacts, both the tangible elements of instruments and the intangible elements of the music they play, for future generations.



» Real Sound Viewing

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 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 over the four years 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. In addition, Yamaha Music Japan concluded a three-year partnership agreement with Fukui Prefecture in February 2021. Through this agreement, we will contribute to community development in Fukui Prefecture with music. We are currently engaged in wide-ranging initiatives together with local and prefectural government agencies and other organizations to create opportunities for musicians to perform in urban centers and other locations and along with opportunities to view performances in one's community. These are just some of the activities we are implementing to promote the spread of music within Fukui Prefecture.

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



Kashiwa facilitator development program



Performance by DCBK



Music promotion event in Fukui Prefecture

▶ 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.” Examples of these events include a concert commemorating the opening of Hamamatsu City's newly built community musical hall.

[» The Yamaha Symphonic Band](#)



Concert commemorating the opening of Hamamatsu City's newly built community musical hall

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 and entails holding maintenance seminars 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. This project is currently active in eight Latin American 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

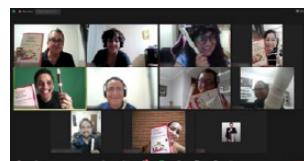
Yamaha Musical do Brasil Ltda. (YMDB) began its Sopro Novo (New Breath) activities in 2005 and has since been holding recorder music popularization seminars for music teachers throughout Brazil.

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. To date, 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 fiscal 2021, 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. In fiscal 2022, we expanded the scope of our online recorder lessons amid the prolonged pandemic. We are also offering a broader range of courses, including the prior soprano recorder courses as well as new alto and tenor recorder course. As of March 31, 2022, a total of 315 individuals had participated in these courses, including 113 public school teachers. Looking ahead, YMDB will gradually resume offline activities, while monitoring trends related to the pandemic, and move forward with the development of frameworks for promoting the widespread adoption of the Sopro Novo method in school education.



Online recorder lessons



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 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's Contributions to Sound Zone

Section	Details
Variable acoustic room	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 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.

In fiscal 2017, we began participating in the “Company UD Visiting Lectures” universal design program that is part of the efforts of Hamamatsu City to promote community development through universal design. Through this program, we dispatch employees to perform classes on Yamaha’s universal design initiatives at elementary and junior high schools based on requests from local municipal government agencies and educational institutions. In fiscal 2021, we conducted classes on this topic at two Hamamatsu City junior high schools in which we explained the importance of universal design in city development. These classes looked at digital pianos with voice guidance functions, silent musical instruments, and the SYNCROOM online remote ensemble performance service. We also introduced our Omotenashi Guide and Remote Cheerer remote cheering system as examples of SoundUD™ initiatives advocating the development of next-generation sound transmission systems.

Looking ahead, the Yamaha Group will continue to cooperate in such initiatives to spread understanding of universal design and the joy of music to children.



Handmade guitar class



Handmade mbira class



Mini clapper class

Manufacturing class jointly held with
Yamaha Motor Co., Ltd.Class at school on Yamaha's musical
instruments and services

► 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.



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, holds 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. In fiscal 2022, we were unable to hold these examinations due to the COVID-19 pandemic. In place of these events, we arranged an exhibition game for children at Hamamatsu Baseball Stadium on February 26, 2022. Applications for tickets were received from 67 members of 10 local baseball teams, and those invited attended the game with their parents.

* 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. Since then, the Company has been gradually expanding its lineup of classes with new additions, such as the Alto Recorder Class, Chorus Practice, Soprano Recorder Class, Singing Class, and Melodica 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.

We are also offering support to help students learn even as the COVID-19 pandemic persists. Specifically, ideas for classes that are in tune with the times are posted on a website for providing ideas for classes that use digital materials in response to the pandemic. The proposed class ideas are viable even when faced with restrictions on instrumental music performances and singing in light of the pandemic. Furthermore, materials for the Soprano Recorder Class, Alto Recorder Class, and Singing Class were distributed for free over the period from September 13, 2021, to January 7, 2022.

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.



Digital materials for Melodica Class
(launched on April 1, 2022)



- » Website for communicating music class ideas (in Japanese only)
- » Smart Education System (SES) (in Japanese only)

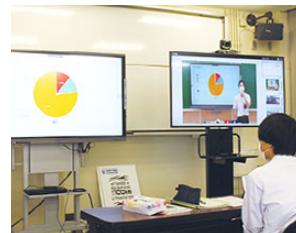
▶ Distance Learning Using Web Conference Microphone Speakers

Many schools are exploring online and hybrid classes as part of their efforts to adapt to the COVID-19 pandemic. High-quality online communication between students and teachers is imperative to the success of such new approaches toward classes. Yamaha has long been engaged in providing ICT-powered audio support for remote classes. Specific undertakings on this front have included joint classes between different schools, special exchange classes between sister schools, and collaborative classes for isolated islands and underpopulated areas that lack specialized teachers. Based on this experience, we understand that 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.

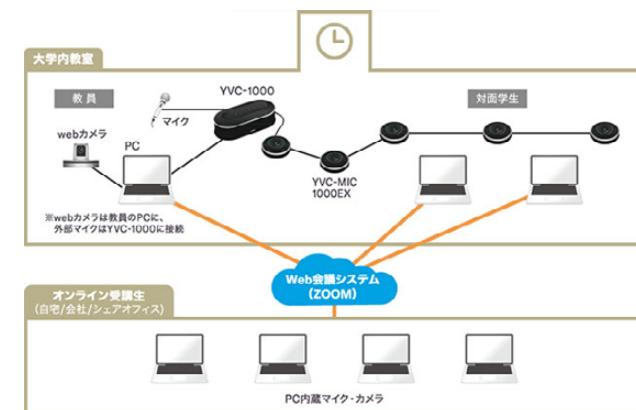
In cooperation with prefectural education boards, educational institutions, and other companies, Yamaha promotes the use of voice communication devices, such as web conference microphone speakers, for distance learning programs. Yamaha's high-quality web conference microphone speakers feature easy installation 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.



Online class communicating voices of both teacher and students as well as the atmosphere of classroom (Namiki Junior High School, Ibaraki Prefecture)



Live class streaming scheme using digital blackboard and YVC-1000 unified communication microphone and speaker systems (Tangoryokufuu High School, Kyoto Prefecture)



Hybrid class system (Chuo University)

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 U.S.\$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 Banks

Food banks are organizations that supply food items, free of charge, to organizations or socially disadvantaged people who need them. The food items supplied are received through donations from companies and individuals of food that is safe to eat but would otherwise be discarded, due to reasons such as an inability to be sold because of packaging or labelling mistakes or damages. Supporting the aims of these activities, Yamaha Group business sites donate food from their disaster stockpiles to food banks before these items are due to be replaced in order to help prevent food loss, provide aid to disadvantaged people, and combat environmental activities.

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 2022

Humanitarian support to people in Ukraine and surrounding areas: U.S.\$300,000 in donations