Contributing to Societies through Our Business Activities

Under its new medium-term management plan, the Yamaha Group has established the basic strategy of “develop closer ties with customers and society, and boost value creation capabilities.” In addition, the Group has adopted “contribute to society through our businesses” as one of the new medium-term management plan’s key strategies. In each of our businesses and with each of our corporate functions, we are implementing initiatives that lead to social value creation. Through these initiatives, we are working to improve corporate value over the medium to long term.

In this special feature, we introduce specific examples of activities that contribute to the sustainable development of music culture and society as a whole.

01 Contribute to Sustainability of Music Culture
02 Resolve Social Issues through Products and Services

School Project

Support for Music Education at Schools
Since 2015, we have been promoting the School Project, which aims to introduce and support music education within school activities, based on our desire to allow as many children as possible to experience the joy of musical instruments.

Music education programs teaching children how to play instruments have been adopted on a large scale in schools worldwide in light of their educational effectiveness. However, due to a lack of equipment and instructors, as well as curriculum issues, musical instrument education is not provided, or is of insufficient quality, in music classes in some countries. To address this situation, we are conducting activities to spread musical instrument education in schools primarily in emerging countries with the aim of providing the opportunity to play musical instruments to an even greater number of children and communicating to them the joy of music and musical instruments.

The School Project centers on the Music Time Program, which provides musical instruments, educational materials, and instructional know-how to primary schools in a packaged format. The Music Time Program helps support the creation of environments where children can experience musical instrument education. School teachers who have gone through Yamaha training teach classes using instruments and class materials specially developed for the Music Time Program. Through this program, we provide opportunities for children to gain firsthand experiences with musical instruments, such as portable keyboards, guitars, and recorders among others, in their music classes at school.

Recorder lesson at a Vietnamese school
Keyboard lesson at a Malaysian school

Picture: SINEM

Sustainable development of music culture and society as a whole

Supporting the activities of orchestras and bands to encourage youth development

AMIGO Project

Spreading the Joy of Playing Musical Instruments to Children around the World

Relevant SDGs

Structure of the Music Time Program

Ministries of education

Training for school teachers

Public elementary schools

School teacher

Instruction

Children

Implementation

Participation

Instructors

Dispatched

Provision of musical instruments and educational materials

Students

Collaboration

Children

Relevant SDGs

Foundation for Growth

10

Yamaha Group Annual Report 2019

01 Contribute to Sustainability of Music Culture

Spreading the joy of playing musical instruments to children around the world

Supporting the activities of orchestras and bands to encourage youth development
AMIGO is an acronym for Apoyo (support), Music, Institute/Government, and Orchestra. It is an initiative aimed at promoting free music education activities, with the goal of supporting the growth of children and fostering a healthy mental attitude. The project was launched in 2019, and since then, it has been providing support for children around the world through musical instrument education. Not only does this effort help support the growth of children, it also contributes to the development of music education and music culture in each country. We believe that such an effort represents our mission as a musical instrument manufacturer.

02 Resolve Social Issues through Products and Services

Supporting the Activities of Orchestras and Bands to Encourage Youth Development

<table>
<thead>
<tr>
<th>Countries where Support is Offered</th>
<th>Mexico</th>
<th>Costa Rica</th>
<th>Panama</th>
<th>Brazil</th>
<th>Colombia</th>
<th>Argentina</th>
<th>Ecuador</th>
</tr>
</thead>
</table>

Following the development in orchestra and band activities that encourage youth development, there has been an influx of musical instruments from manufacturers around the world, leading to rapid growth in musical instrument markets. However, daily maintenance is often not performed on these instruments due to a lack of proper maintenance knowledge and a shortage of repair technicians. This has brought about a situation where instruments cannot be repaired when they break, making the division of unusable instruments in poor condition within youth orchestras and bands. In some instances, the activities of these organizations have come to a halt because of the dwindling number of usable instruments.

To ensure that musical instruments can be used in good condition for many years, there is a need to train technicians who perform daily maintenance on musical instruments and repair them when they break. By holding maintenance workshops and seminars for training technicians, we are focusing our efforts on spreading proper maintenance knowledge and cultivating technicians who can perform repairs.

Supporting the Cultivation of Repair Technicians

In Latin American countries, there is a shortage of technicians who have proper knowledge on musical instrument maintenance and can perform repairs. We have been working to establish a system in Latin America for the cultivation of technicians to ensure that children can enjoy music in an even better environment and improve music culture in the region.

For the training of repair technicians, we gather together employees selected from our local subsidiaries and dealers who will become key repair technicians in their respective countries. These future technicians then participate in seminars where they gain repair know-how and learn repair techniques. These key technicians then use manuals explaining the knowledge, techniques, and repair methods that they have learned through these seminars in order to train other local technician candidates in their respective countries. Through this cultivation system, not only do we train highly skilled repair technicians, we also create local employment opportunities.

Meanwhile, as a more dramatic measure to address the issue of technician shortages, we are actively pursuing the development of musical instruments that are extremely durable and easy to maintain.

Going forward, we will continue to support youth development, thereby conveying the joy of music to an even greater number of people and contributing to the development of music culture in the region.