



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

01 Contribute to Sustainability of Music Culture

School Project

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

Relevant SDGs



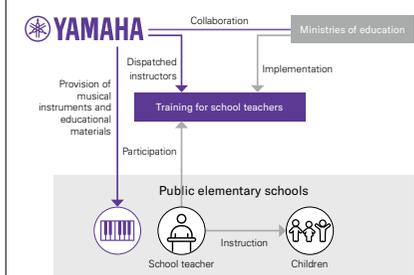
Support for Music Education at Schools

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

Structure of the Music Time Program



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

Aiming to Contribute to the Spread of Musical Instrument Lessons and the Development of Music Education

Currently, we are promoting the School Project in Indonesia, Malaysia, Vietnam, India, and Russia, providing opportunities to experience musical instrument education to approximately 260,000 children (as of March 31, 2019).

In addition, in developing the School Project and its Music Time Program, we engaged in joint collaboration with the Faculty of Education at Yokohama National University, academically verifying the educational value of musical instrument education and the impact it has on children. Through this research, we have been working to promote even higher quality music education programs in countries around the world.

In these ways, we are promoting the joy of music to 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 instruments manufacturer.

Track Record in Promoting the School Project (As of March 31, 2019)



Youth orchestra and band organization



Technician cultivation seminar



Maintenance workshop

Pictures provided by SINEM

02 Resolve Social Issues through Products and Services

AMIGO Project

Supporting the Activities of Orchestras and Bands to Encourage Youth Development

Relevant SDGs



Providing Support through Music in a Way That Is Unique to Yamaha

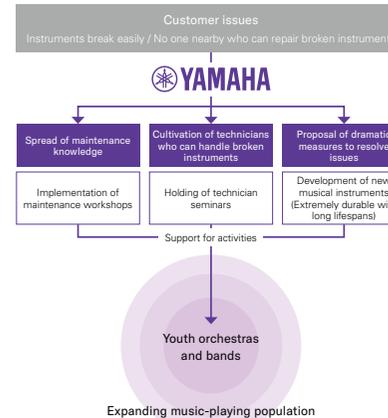
In the countries of Latin America, crime, poverty, and social inequality have become serious social problems. Children raised in these environments are often dragged into the world of crime, delinquency, and violence. In order to prevent this from happening and foster a healthy mental attitude among youth, the governments of these countries are promoting free music education activities, with public and private institutions forming orchestras and bands in various regions. The Yamaha Group endorses these kinds of activities and has been providing support for them over many years. In fiscal 2015, we commenced the AMIGO* Project in an effort to continue to provide unique support through music education that helps a greater number of children lead healthy lives.

* AMIGO is an acronym for Apoyo (support), Music, Institute/Government, and Orchestra

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 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, resulting in an increase of 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 that 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.

AMIGO Project



Countries where Support is Offered (As of March 31, 2019)

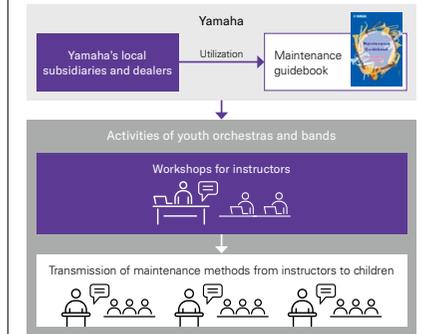


Targets of the New Medium-Term Management Plan (For March 31, 2022)
Expand the scale of the program in countries where it is already offered and increase the number of countries where we provide support to **SEVEN** countries

Holding Maintenance Workshops

Our staff members from local subsidiaries and dealers hold workshops for instructors of youth orchestra and band organizations. At the workshops, these staff members use maintenance guidebooks created by Yamaha to teach local instructors methods for instrument maintenance. These instructors then pass on these methods to the children they teach. Having instructors teach these methods enables us to efficiently pass on instrument maintenance know-how to an even larger number of children. For children, learning how to handle and maintain musical instruments on a daily

Maintenance Workshops



basis helps extend the lifespan of their instruments and fosters a mindset of treating these instruments with care.

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 therefore 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 to 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.