

# 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.

## Connection to 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 fostering socially acceptable values and conduct. We are working to have dialogue with the members of local communities so that we can assess our impact on them and pursue business with low environmental impacts. At each of our 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 report and explain 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 ground water 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 makes efforts to have ongoing communication with communities that are home to business sites to maintain good relations with local areas.

#### Examples of exchange sessions with neighborhood councils

(Yamaha Corporation)

Office	Frequency	Participants	Details
Headquarters	Annually	8 local neighborhood councils	Business status update, soliciting requests/ concerns, exchanging opinions
Kakegawa Factory	Annually	7 local neighborhood councils	Business status update, soliciting requests/ concerns, exchanging opinions
Toyooka Factory	Annually	3 local neighborhood councils	Business status update, soliciting requests/ concerns, exchanging opinions
Tenryu Factory	Annually	12 local neighborhood councils	Business status update, soliciting requests/ concerns, exchanging opinions

#### ► Examples of the communication efforts conducted at business sites and factories in fiscal 2019

- Holding regular information exchange sessions with neighborhood councils
- Accepting factory tour visitors
- Accepting local elementary school students for community study trips; accepting local middle and high school visitors for hands-on workplace experiences and tours
- Holding summer festivals to strengthen relationships with communities
- Signing of memorandums to open up facilities to the public during disasters
- Participating in local events and celebrations
- Lending of facilities, parking lots, etc.
- Regional safety patrol activities



Information exchange sessions at local neighborhood council meetings (headquarters)

- Cooperation with regional environment activities, including participation in regional cleanup efforts by employees
- Participation in joint disaster drills led by municipalities
- Donating books, household goods, sweets, etc. gathered through charity bazaars and donation campaigns for local elementary schools and groups
- [Donating food stockpiled for emergencies to Food Bank Fujinokuni](#)
- Lending instruments to local governments (concerts offered)



Summer festival (Tenryu)



Regional cleanup effort (Toyooka)



Donation ceremony for picture books and CD players to local kindergarten through charity bazaar (Toyooka)



Charity concert co-hosted with labor-management (Kakegawa)



Concert at meeting for seniors (Kakegawa)

### ► Tours of Grand Piano Manufacturing Process

At our Kakegawa factory, which is our domestic manufacturing site for grand pianos, we open our doors to public visitors so that they can see the process for making grand pianos and experience the appeal of instruments and music.

Visitors to the factory see how we use modern techniques and some traditional, more than 100-year-old manufacturing processes. They get to pass through the show room, where we display an early model grand piano that has been recognized as part of Japan's Heritage of Industrial Modernization, while also seeing our environmental protection initiatives that are part of our craftsmanship. A total of 11,316 people took the grand piano tour in fiscal 2019.

» [Kakegawa, the home town for Yamaha Piano Manufacturing \(Japanese only\)](#)



Visitors observe a grand piano being made



An exhibition at the show room

### ► Public opening of corporate museum

On the first floor of the Innovation Center, a new R&D hub built inside the headquarter grounds in 2018, the Group opened Innovation Road, a corporate museum displaying exhibitions on the history of the products and services of the Yamaha Group. This is a hands-on museum that 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 by using audio and visual exhibits. Since its opening, many people have visited Innovation Road, including organizations, business partners, and the general public. As of March 31, 2019, approximately 18,000 people have visited the museum.

» [Corporate Museum Guide](#)



Entrance of Innovation Road



Exhibition Area (History Walk)

# Promoting Music Culture

## Supporting Aspiring Musicians

The Yamaha Group contributes to the spread and development of music culture at various music contests and clinics 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 as support for aspiring musicians, and those at the beginning of their careers. Yamaha also teams up with music education institutions, continues to support the educational curriculum, and provides seminars for instructors. Starting in 1983, the Group has held the "Yamaha Wind Instruments Debut Concert," which provides a performance stage for new musicians who have been recommended from music colleges and specialty schools. Widely known as a respected concert for young musicians, this event has featured a total of over 2,000 performers, many of whom have gone on to success as members of top orchestras or as soloists, or became instructors training the next generation of musicians.



Hamamatsu International Wind Instrument Academy and Festival



Yamaha Wind Instruments Debut Concert



Sichuan Minzu College scholarship (China)



## Propping Up School Music Education

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

### ► Yamaha "School Projects" Providing Opportunities to Play Instruments

In order for more children to experience the enjoyment of playing a musical instrument, since 2015 Yamaha has been operating "School Projects" to provide instruments, teaching materials, and instructional know-how as a package to public schools, primarily in developing nations.

The educational effects of learning to play musical instruments are so well documented that such instruction is standard in schools around the world. In some countries, lack of equipment or trained teachers, or inadequate curriculum often limits to what extent schools can offer. By providing opportunities to children across the world to play musical instruments, Yamaha hopes to support the growth of these children, and to contribute to the spread of musical instrument education and the development of music education and culture globally. In fiscal 2019, this program provided musical instrument education opportunities to approximately 260,000 children in five countries (Malaysia, Indonesia, Russia, Vietnam, and India).



Music classes in Indonesia



Recorder lessons in Vietnam

» The "Music Time" Program at Public 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

## ► Music Popularization Program in the GCC and Africa

Yamaha Music Gulf (YMGF), a Yamaha subsidiary tasked with sales in the GCC and other countries in the Middle East, Africa, the CIS, and Western Asia, regions where western music education has not taken root, is implementing music promotion activities in schools based on the local circumstances of the country.

Especially in the Middle East and Africa, while there are music classes in schools, the lack of musical instruments, instructors, and know-how means that in most cases such classes are limited to chorus and theory. In 2012, YMGF started a school music education promotion project in order to support the education and growth of children through musical instrument education. YMGF promoted this project in collaboration with local branches and demonstrated the importance of music education by holding classroom visits of Japanese elementary schools for education officials in each country.

After starting with one school in South Africa in 2016, YMGF expanded recorder classes to about 5,100 students in 63 schools in six countries: South Africa, Nigeria, Kuwait, UAE, Kenya, and Morocco, by fiscal 2019. YMGF is preparing to start classes in Uganda for the first time and is exploring expansion to other countries as it aims to expand its activities.



Recorder lesson in South Africa



Recorder lesson in Nigeria

## ► Band Clinics & Band Directors' Clinics

Since 2010, Yamaha Music & Electronics (China) Co., Ltd. has dispatched instructors to school bands in major cities in Japan and overseas. The number of workshops and participants are increasing every year, with 33 workshops held in fiscal 2019 and approximately 5,600 students receiving guidance from prominent instructors. Yamaha also holds clinics for band directors so that general music teachers can teach band music.



A band clinic in Shenzhen city

## ► Student Band Maintenance Seminar

In Korea, music activities, such as band (wind instruments) or orchestra participation are extracurricular activities in schools. However, in some schools (local schools in particular), students do not have much opportunity to learn about musical instrument maintenance and there arise situations in which the students own high quality instruments, but the instruments become damaged and do not produce a good sound.

To support the music performing environment at these schools, Yamaha Music Korea Ltd. (YMK) has been offering their support since 2013 by visiting schools that have an orchestra, holding seminars on musical instrument maintenance, and offering to repair instruments free of charge. Since this activity started, YMK has visited over 300 schools to provide instrument maintenance, teach students how important it is to maintain their instruments in good condition, and contribute to the development of music culture in Korea by supporting music activities in these schools.



A maintenance seminar



Musical instrument maintenance

## ▶ “Music pal” School Music Education Support Website

Yamaha Corporation established the website "Music pal" to support school music education. The site has a wealth of information that is useful for music coursework and covers the history of music, musical composition, and a variety of different instruments. Additionally, in order to let visitors further deepen their musical knowledge, the website "Musical Instrument Guide Plus" provides content useful for music coursework and investigative learning, including the origin and makeup of instruments and a full encyclopedia of musical instruments including playing style.

» [“Music pal” website supporting school music education \(Japanese Only\)](#)

## Efforts to Spread Music Through Events and Contests

The Yamaha Group takes steps to spread music in the different regions of the world through events and contests. This includes 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 make the next step up.

### ▶ Hamamatsu Jazz Week

Each year, Yamaha Corporation holds "Hamamatsu Jazz Week" in cooperation with the city of Hamamatsu, where our headquarters is located, and other co-organizers. The event, which started in 1992, is part of the Hamamatsu city government's efforts to create a city with music at its core.

The unique regional gathering strives to have music throughout the city, and to have music help create the fabric of the city. United under jazz that can be enjoyed by people of all ages, the government and the community come together to host the event and produce something appreciated by participants whether they are jazz fans or not.

The 27th Hamamatsu Jazz Week in 2018 featured indoor concerts by top-notch domestic and international artists as well as school students from outstanding big bands throughout Japan, talk events that expressed the charm of jazz through various topics, and street concerts that allowed guests to casually enjoy jazz on street corners, combined with events organized in collaboration with civic groups and local jazz clubs, and in-school jazz concerts at Hamamatsu elementary and middle schools.



“Student Jazz Festival”



"Yamaha Jazz Festival" held on the final day of Hamamatsu Jazz Week



"In-school Jazz Concerts" held on stage at elementary and middle schools in Hamamatsu



"Street Jazz Festival" bringing excitement to the city streets

### ▶ Asian Beat

The Yamaha Group plans and runs the amateur band contest "Asian Beat", which aims to promote popular music and develop amateur musicians in the Asia region. The winning bands from the regional competitions in each country go on to the grand final where they perform and compete to be the top amateur band in Asia.

### ▶ Brass Jamboree

The Yamaha Group holds the Brass Jamboree, in which wind and percussion instrument enthusiasts gather together in one large venue to enjoy playing music together. The Brass Jamboree offers a place to perform to people who want to casually enjoy playing musical instruments. With experienced musicians, beginners, parents and children, families, and friends participating, it is a day for everyone to enjoy music and is aimed at enthusiasts of all wind and percussion instruments. At the 10th Brass Jamboree in 2019, conductor Daisuke Soga gave his second seminar on conducting wind instruments, specifically the trombone, where the audience learned conducting methods in a fun way. More than 650 people, ranging from elementary school children to seniors in their 70s, participated in the concert, where they enjoyed meeting other people through music and playing music with many others. They created a special, large-scale performance playing together during the concert.

» [Brass Jamboree \(Japanese Only\)](#)



Large ensemble with all of the event participants



(From left) Special guest and trombonist Eijiro Nakagawa, violinist Machi Okabe, and conductor Daisuke Soga

### ► Wind Instrument Performance Contest (China)

Yamaha Music & Electronics (China) Co., Ltd. holds a wind instrument performance competition every year, which provides an opportunity to enjoy wind instrument performances. This event provides many learners of wind instrument and their fans the opportunity to enjoy both ensemble and solo performances using a sound source as musical accompaniment for wind instruments. Some 6,200 persons took part in 26 cities nationwide in fiscal 2019.



Preliminaries in Shanghai city



Preliminaries in Ningbo City

## Providing Opportunities and Places to Come in Contact with Instruments

### ► "LovePiano" Street Pianos Placed in 20 Public Spaces Around Japan

Since 2017, Yamaha Music Japan has promoted "LovePiano," an activity that provides a casual performance space based on the concept of feeling closer to and enjoying pianos more. Centered on the theme "LovePiano," these activities attempt to bring the piano closer to people and include installing a colorfully painted piano in an open space, where it can be played by anyone, and encouraging people to express their thoughts concerning pianos online. Until now, these pianos have been installed for a total of approximately 120 days and enjoyed by 15,000 people at 20 public spaces across Japan, including JR Yamanote Line's Shinjuku Station and Shinagawa Station, and Osaka International Airport (Itami Airport).

These activities use the hashtag #LovePianoYamaha when performers write about it on social media. People who play these pianos and those who listen to these performances express many thoughts about pianos online and connect with people who have had similar experiences through the hashtag, leading to the growth of LovePiano fans.

In Japan, there are many people who used to play piano, but do not anymore. Yamaha intends to continue these LovePiano activities with the wish of not only reaching those who have an interest in pianos, but also spurring former pianists to pick up the instrument again.



First exhibit at ecute Shinagawa entrance inside the central gates of JR Shinagawa Station (Piano 1)



Second exhibit at Harajuku Cat Street (Piano 2)

## ▶ Music Instrument Experience Event "TOUCH & TRY"

Based on a desire to have many more people feel the joy of playing an instrument, Yamaha holds the music instrument experience event "TOUCH & TRY" at shopping malls and event venues across Japan in order to provide opportunities for many people to experience instruments. Targeting adults who are seeking a hobby, especially those who aspire to playing an instrument or those who played musical instruments in the past, in fiscal 2019 Yamaha held this event at 55 venues (83 total days). Approximately 18,000 people experienced playing the instruments, three times the number of people as the previous year, as Yamaha continues to expand the scope of these activities. In order that even more people can feel the joy of playing musical instruments, Yamaha plans to continue proposing initiatives which foster interest in instruments, spur people to visit music stores, and in some cases, start playing musical instruments.



Children and adult visitors can freely enjoy musical instruments

# Contribution to Regional Community Development

## Regional Contribution Activities through Music

The Yamaha Group aims to contribute to regions and community activities by planning and holding music events in various regions.

### ▶ Creating Community through Music

Yamaha Music Japan Co., Ltd. developed the "Oto-Machi Project for Creating Musical Towns." Oto-Machi Project aims to revitalize the community and helps create shared value of companies and society by harnessing "the power of music to connect people." To solve the issues faced by communities and companies, Yamaha proposes and supports citizen participatory projects, events, and programs for community planning with music as a tool by using Oto-Machi Project mechanism.

Yamaha aims to create sustainable, independent communities. The Oto-Machi Project promotes a new-style of social contribution project which supports early stages of community planning through building a scheme to provide the place and time for local people to participate freely and continue these activities. Since fiscal 2017, Yamaha has been working with NTT DoCoMo on "Restoration of the Heart" businesses promoted by the Restoration Agency. In fiscal 2019, Yamaha worked with the Kamaishi City NPO "Gabacho Project," and promoted a "Restoration of the Heart" business planned by the victims of disasters. In addition to supporting the Sanriku area, we are engaged in facilitator development activities through drum circles in order to produce local community leaders.

» [The "Oto-Machi" \(Music Town\) project for community development through music \(Japanese only\)](#)



Jozenji Street Jazz Festival Swing Carnival



Funabashi Mori no City "Forest City Big Band"



"Kashiwa facilitator training lecture"



Restoration Agency "Restoration of the Heart" support project

## ▶ Regional Contribution Activities by the Yamaha Symphonic Band

The Yamaha Symphonic Band, which was established in 1961, is an amateur band whose members are 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 the local region, while cooperating with the "city of music" vision promoted by the city of Hamamatsu, and by participating in a mini-concert at the Hamamatsu Festival as well as the Promenade Concert held in front of JR Hamamatsu Station.



Mini-concert, part of the Hamamatsu Matsuri festival



Promenade Concert

» The Yamaha Symphonic Band

## Supporting Youth Development in Central and South America

The Yamaha Group contributes to the healthy development of youth 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 AMIGO Project

In many countries in Central and South America where youth crime and delinquency are rampant, crime and poverty as well as social inequality are serious social problems. In order to enable the children in such environments to grow up with a healthy spirit instead of leaning towards crime, delinquency or violence, music education activities are provided free of charge as a country policy, including forming regional youth orchestras and band groups. Approving of such activities, Yamaha has provided support for many years for these activities in which many children participate.

The Amigo Project launched in 2014 to further strengthen support activities. Currently active in five countries (Mexico, Costa Rica, Panama, Colombia, and Brazil) this project holds workshops so that children can learn how to maintain instruments on their own. In addition, by promoting the development of technicians who can repair instruments, Yamaha is supporting an environment in which children can more easily continue to play music.

» Supporting Youth Development through the Power of Music



Youth Development Orchestra Band Organization (Mexico)

## ► Recorder Music Popularization Seminar by "Sopro Novo"

Yamaha Musical do Brasil Ltda. (YMDB) formed the volunteer organization Sopro Novo in 2005, and it is holding seminars all over the country to train music teachers and popularize recorder music. These seminars provide lessons giving participants comprehensive training and include instruments, textbooks, and teaching methods. Starting with how to read music and ending, ultimately, with ensemble performance, 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 and the Sopro Novo activity is a precious opportunity to offer many people, from children to adults, their first music learning experience. Lessons offered through the project, which involves NGOs, churches, and regional social activities, also function as platforms for children to experience society. Over the past 13 years, Sopro Novo has held seminars over 1,600 times in 189 cities, and has trained approximately 4,700 teachers. The number of children taught by those teachers has reached more than 550,000.

In 2017, we established the non-profit organization Fundação Sopro Novo Yamaha. We also started to lobby the government to adopt direct music education and worked toward leading music teacher training and music education in public schools.

In 2018, we participated in the Rio de Janeiro City educational program and held recorder seminars for 82 instructors. Acknowledging the past activities of Sopro Novo, the state of Sao Paulo provided support for activity costs in the form of tax exemptions.



Recorder seminar at Rio de Janeiro educational program



Cauca Wind Orchestra (OCV) logo

## Support that Helps Foster Future Generations

### Cooperating with On-Site Tours and Hands-On Learning

As part of our local contribution activities, the Yamaha Group accepts requests from regional educational facilities in parts of the world where we have business sites and opens our workplaces for visitors to experience hands-on learning. We also offer internships and accept tours at our workplaces and factories.

#### ► Accepting Students for Workplace Hands-On Learning

By accepting junior high school students for workplace hands-on learning and high school students for internships, the Yamaha Group contributes to the goals and future work ambitions of young people by providing opportunities such as hands-on work experience for young visitors who are the country's next generation of citizens.



High school students participating in an internship at a factory



Junior high school students getting hands-on experience at a sales store

## ► Work Training for New High School Graduates

Yamaha Musical Products Indonesia (YMPI) offers vocational training to new high school graduates. This project was created in response to requests by high schools and the government of Indonesia to help solve the issue of educating students before starting to work in society.

In the company's training facility, lectures are offered on basic factory operations, understanding what it means to be a member of society, 5S<sup>1</sup> methodology, safety and health issues, making improvements, communication, and traffic safety. All of these items are also lectured to educate Yamaha employees. The 5S methodology of YMPI and its employee education system are well-received in the region. The vocational training receives high praise from the government and high schools as well. By fiscal 2019, 1,849 people in 17 schools experienced this training.

In addition, YMPI also offers factory tours and hands-on experience to high school and university students.

Furthermore, YMPI also launched its standard foundational education program "Yamaha Class" in these schools. This program is an attempt for teachers at schools to directly teach students foundational lessons, such as understanding what it means to be a member of society, the importance of 5S, compliance with rules, and the need for diligence. Upon implementing this program, YMPI holds training to instruct teachers of its policies. In this way, YMPI's educational policies are becoming the foundational education for the young people who will support the future of Indonesia.



Work experience participants



Students participating in a lecture



Classes to instruct school teachers on "teaching foundational lessons"



<sup>1</sup> 5S is the name of a workplace organization method that uses a list of 5 Japanese words: seiri, seiton, seiso, seiketsu, and shitsuke, all of which start with the letter "S." They mean organizing, picking up after oneself, cleaning, cleanliness and discipline, respectively.

## Support for Exhibits at Learning Facilities

Yamaha has worked on exhibits at the Hamamatsu Science Museum (Hamamatsu City, Shizuoka Prefecture) since it opened in 1986 to develop science-oriented minds. After completely renewing permanent exhibits through the cooperation of companies which represent regional communities, this museum was reopened in July 2019. It has now been reborn as an experience-focused museum centered upon active learning in which both children and adults can enjoy science together. The following items are currently on display in the "sound" corner.

### Content of contributions to "Sound Corner"

Section	Details
<b>Variable acoustic room</b>	Presented exhibit using electro-audio signal processing technology. Inside a booth installed with a sound setting support system (AFC: Active Field Control) which can control echoes inside the room and the size of the space, visitors can select such simulated settings as a theater, echo room, cave and church. When they make their selection, an image fitting this scene will appear on the front monitor and visitors can experience sound echoes and changes in the way things sound by clapping, speaking, and playing instruments.

## Supporting Child Education

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 classes 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 the year, Yamaha Corporation works with local educational institutions to offer classes teaching children about manufacturing. We held a handmade guitar class in which children created their own handmade one-string guitars using everyday items such as cardboard boxes and toothpicks. Another class taught children how to make a folk instrument from Africa called a kalimba using off-cuts from piano and marimba manufacturing. In another class, children made a mini clapper the size of a key holder so that they can carry it around and form a bond 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 based on the theme of universal design (UD) for recorders and wind instruments.



Handmade guitar class



Handmade kalimba class



Mini clapper class



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



An on-site lesson on recorder



UD visiting class based on the theme of the "universal design of wind instruments"

## ▶ Efficiently Using Piano Off-cuts to Make Wooden Blocks for Children

Yamaha Music Manufacturing Co., Ltd offers off-cuts generated in piano manufacturing as wooden blocks to kindergartens, elementary schools, and public facilities in Kakegawa City, Fukuroi City, Iwata City, and Hamamatsu City. Continuing since 1998, this program is a chance to contribute to the community while simultaneously finding a useful purpose for waste material. Other uses for the off-cuts include selling them to local companies that make woodcraft products and providing them to local people at summer festivals after making them into items such as wooden mouse pads, shoe horns, and folding chairs. In addition, the off-cuts are also turned into woodcraft kits that Yamaha Corporation uses in its manufacturing classes for children.



Using manufacturing off-cuts for woodcrafts



Children playing with wooden blocks

## ▶ The Yamaha Baseball Club Provides Baseball Clinics for Youth Teams

The Yamaha Baseball Club has held clinics for local youth baseball teams since 2000 in its home region of western-central Shizuoka Prefecture as part of its efforts to contribute to the community and the development of young people in the area. At these clinics, members of the Yamaha Baseball Club provide guidance and instructions, teaching young ball players techniques such as how to shift their weight, stance, basic posture when fielding infield and outfield, play combinations and batting. The clinics help foster healthy young baseball players and the dreams and development of young people. From fiscal 2017, the Company also participated in Hamamatsu City's "Top Athlete Partnership Business"<sup>\*2</sup> and helped instruct pitchers and catchers in middle schools.

In fiscal 2019, they took place at five locations in three different cities in Shizuoka Prefecture, which included 1,165 elementary and middle school students (including increasing numbers of female students) from 89 teams.

Furthermore, the Junior Baseball Instructing Club, made up of many former members of the Yamaha Baseball Club, gave baseball health examinations to 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.

<sup>\*2</sup> This is a business run by Hamamatsu City from fiscal 2017 which holds 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.



Baseball clinics



Baseball physical examination

## Education Solutions Utilizing Information and Communications Technologies (ICT)

The active use of ICT in school education is increasing year by year. In Japan, the Ministry of Education, Culture, Sports, Science and Technology has set a target for a tablet terminal to be available for every student in schools by the end of 2020. Today, utilizing ICT in the classroom is popular.

Seeing the movement of ICT, Yamaha Corporation is proposing new means of learning in the classroom.

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

Since 2014, Yamaha Corporation has been operating the Smart Education System (SES) as a music education solution which utilizes ICT in the educational setting of schools. Utilizing its skills related to music which have been developed over many years, as well as its knowledge about music education, Yamaha has repeatedly conducted trial classes with the help of elementary and middle schools across the country, resulting in the development of its digital classroom teaching materials.

In February 2017, the Company released VOCALOID for Education, Guitar Class, and Koto (a traditional Japanese musical instrument). Following this, the Company launched Alto Recorder Class, Chorus Practice, and Soprano Recorder Class, all of which were 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 the class following the course curriculum guidelines, cautionary tips to keep in mind when teaching, and videos of foundational knowledge needed for performance. These packages have been designed for local teachers to be able to use with ease. Teaching class while following this system helps foster students' imaginative and theoretical skills while simultaneously allowing teachers to teach easily and effectively.

Through the Smart Education System, Yamaha plans to not only provide these digital music classroom materials, but also to support the new generation of music education by providing comprehensive solutions, including support for instruments, network equipment, cloud services, and human support.



Teaching materials screen for Soprano Recorder Class



Supplementary teaching materials (publication)

## ▶ Distance Learning Using a Web Conference System

As the utilization of ICT grows in classrooms, distance learning is being proposed more frequently thanks to its ability to bring classes of different schools in the same city together, support meetings between sister schools, and provide collaborative classes in under-populated 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.

In corporation with each prefecture's Boards of Education, education institutions and other companies, Yamaha Corporation promotes the use of sound communication devices, such as speakerphones for distance meetings.



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



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

# Donations and Social Welfare Activities

## Promoting Employee Volunteer Activities

The Yamaha Group promotes its employees' participation in volunteer activities. Along with 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 Yamaha Cares in 2003 as a way for employees to implement voluntary philanthropic activities. Yamaha Cares aims to contribute to the regions in which employees live and work through donations, collecting contributions, providing Yamaha products, and so on. Among these is an activity 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, one of the few institutions researching the treatment of childhood diabetes.

#### Major Yamaha Cares activities

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

» [United Sound website](#)

» [American Cancer Society website](#)

» [Making Strides Walk](#)



Funds raised from a half marathon were donated to Children's Hospital of Orange County (CHOC)



Fundraising activities and donating the Company's products to many other programs



## Regional welfare and support activities

The Yamaha Group carries out welfare activities rooted in local communities by efforts that include donating instruments to local schools and organizations.

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

Commemorating its 10th anniversary, Yamaha Music & Electronics (China) Co., Ltd. (YMEC), and four of its local manufacturing companies and major sales agents, began donating instruments to schools for the children of migrant farmers all over China in fiscal 2014. This is a five-year project to show gratitude toward local areas for the development of business in China.

This activity is carried out with the idea that, by donating musical instruments and AV equipment for music classes in the schools, more children will have the opportunity to experience music and learn the wonders of music, thereby helping them to develop artistic sensitivity. In fiscal 2019, instruments worth a total of 500,000 yuan were donated to five schools in five cities, with the objective of strengthening relationships with agents in local cities and expanding regional contributions. Over the past five years, 55 schools have received donations all total, and the cumulative amount has reached approximately 4.7 million yuan.

#### Major Donations and Their Recipients

Date	Region	No. of schools	Donations
Mar 2013	Shanghai	2	2 pianos, 40 portable keyboards, 2 AV systems
Sep 2013	Beijing	2	2 pianos, 72 portable keyboards, 2 AV systems
Oct 2013	Tianjin	7	7 pianos, 210 portable keyboards, 7 AV systems
Dec 2013	Hangzhou	18	15 pianos, 13 digital pianos, 360 portable keyboards, 18 AV systems
May 2014	Suzhou	5	5 pianos, 150 portable keyboards, 5 AV systems
Oct 2014	Guangzhou	2	2 pianos, 70 portable keyboards, 2 AV systems
May 2015	Shanghai	2	2 pianos, 60 portable keyboards, 2 AV systems
Dec 2015	Hangzhou	5	5 pianos, 150 portable keyboards, 5 A systems, PA systems
Apr 2016	Qingdao	1	Portable keyboards worth approx. 100,000 yuan
Sep 2016	Yiwu	1	Portable keyboards worth approx. 100,000 yuan
Nov 2016	Lu'an	1	Portable keyboards worth approx. 100,000 yuan
Dec 2016	Pingdingshan	1	Portable keyboards worth approx. 100,000 yuan
Mar 2017	Beijing	1	Portable keyboards worth approx. 100,000 yuan
Jun 2017	Chengdu	1	Portable keyboards worth approx. 100,000 yuan
Oct 2017	Jinan	1	Portable keyboards worth approx. 100,000 yuan
May 2018	Shenyang	1	Portable keyboards worth approx. 100,000 yuan
Jun 2018	Nantong	1	Portable keyboards worth approx. 100,000 yuan
Oct 2018	Xi'an	1	Portable keyboards worth approx. 100,000 yuan
Nov 2018	Lanzhao	1	Portable keyboards worth approx. 100,000 yuan
Dec 2018	Yinchuan	1	Portable keyboards worth approx. 100,000 yuan



Musical instrument presentation ceremony (Yinchuan)



Donated portable keyboards

## ▶ Donating Food for Disaster Stockpiling to Food Bank FUJINOKUNI

Food bank FUJINOKUNI is a charitable organization seeking to help build a mutually supportive society. The food bank 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 each of its offices in Shizuoka Prefecture, Yamaha stockpiles food to be distributed in the event of a disaster. Before the food is due to be replaced, Yamaha donates it to the food bank.

## ▶ Initiatives to Support Areas Devastated by Earthquakes

For the purpose of supporting restoration and recovery in areas affected by the Great East Japan Earthquake, the Yamaha Group 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 held 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 are donated to the affected areas through the Japanese Red Cross Society. They are continuing such activities in order to support recovery from disasters.

» [The Yamaha Symphonic Band](#)

## Contributing to Local Regions and Hosting an Environmentally Conscious Event

### ▶ Contributing Locally through the Yamaha Ladies Open Katsuragi

Each year in April, Yamaha Corporation and Yamaha Motor Co., Ltd. jointly host the Yamaha Ladies Open Katsuragi golf tournament at the Katsuragi Golf Club operated by Yamaha Resort Corporation in Fukuroi, Shizuoka. At the tournament, efforts are made to address global warming by asking visitors to use public transportation or carpool, sort and separate garbage, recycle plastic bottles, and use disposable chopsticks made with timber from thinned forests. These and other environmentally conscious efforts are undertaken in order to help reduce waste and efficiently use resources. In an effort to combat pollution by micro-plastics, this year Yamaha suspended the distribution of nylon original shoulder bags which had been given to all members of the gallery until last year's tournament. Holding this major event is made possible with the support of a 1,239-person volunteer staff from across Japan, 424 new employees from Yamaha Corporation and Yamaha Motor Co., Ltd. who participated as event operations staff, and the support of many local residents and regional governments.

Since the first tournament in 2008, Yamaha has given donations to local governments that have backed the tournament as a token of our appreciation to local residents for their cooperation and support of the event. At the April 2019 tournament, we donated a total of ¥6 million, comprising ¥1 million each to Shizuoka Prefecture and five cities in the region. These donations will be used to revitalize the region and improve social welfare, such as maintaining sports facilities and buying vehicles for volunteer activities. The total amount donated to date stands at ¥65 million.



An "eco-station" for separating garbage



Volunteer staff at the tournament in 2019



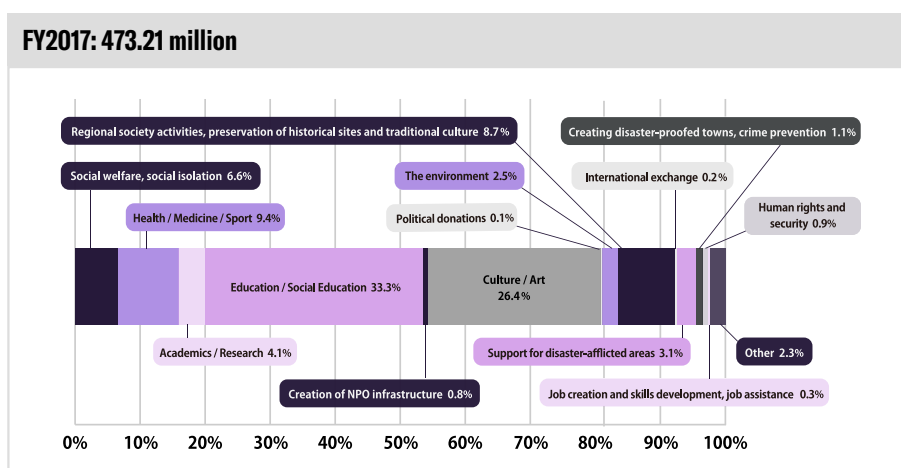
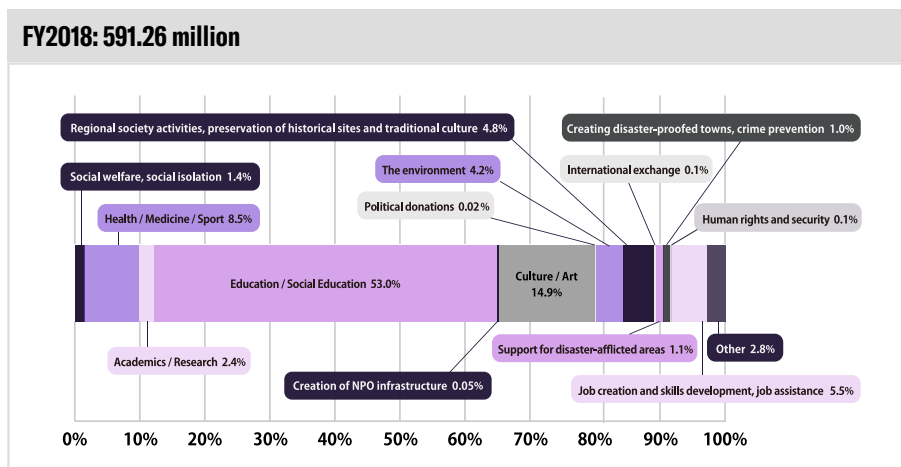
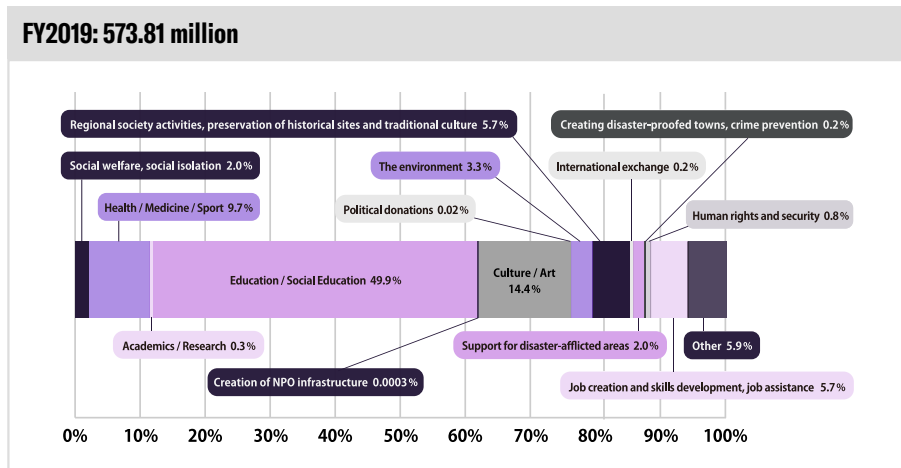
Charity donation presentation ceremony conducted after the tournament award ceremony

# Expenditures for Social Contributions

In fiscal 2019, the Yamaha Group spent 573.81 million yen on social contributions, including activities contributing to the popularization and development of music and music culture, and contributions to the region and to welfare of society.

\* The above expenditures do not include actions taken by the Yamaha Music Foundation.

## Expenditures for Social Contributions Made



# Number of Social Contributions Made

