

# Community Involvement and Development

## 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 local governments and residents to maintain good relations with communities.

#### 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	10 local neighborhood councils	Business status update, soliciting requests/concerns, exchanging opinions

#### ► Examples of the communication efforts conducted at business sites and factories in fiscal 2018

- 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
- 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)



Information exchange sessions at local neighborhood council meetings



Summer festival



Regional cleanup effort



Donation ceremony for picture books and picture-card shows to local kindergarten through charity bazaar



Charity concert co-hosted with labor-management

## ► 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 11,600 people took the grand piano tour in fiscal 2018.



Visitors observe a grand piano being made



An exhibition at the show room

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

# 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. The Group not only provides musical instruments to those pursuing a high artistic standard, but also assists with the running of the events.



Hamamatsu International Wind Instrument Academy and Festival



Performance by a prize winner (China)

Additionally, the Yamaha Group has set up scholarship systems in different regions of the world as support for aspiring musicians. Yamaha also teams up with music education institutions, continues to support the educational curriculum, and provides seminars for instructors.



Yamaha Asia 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

The educational effects of learning to play musical instruments are so well documented that such instruction is standard in schools around the world. However, in some countries, lack of equipment or trained teachers, or inadequate curriculum often limits to what extent schools can offer. As a project to provide the chance for as many children to experience the joys of playing instruments, Yamaha is currently expanding the School Project.



Music classes in Indonesia



Recorder lessons in Vietnam

» The “Musuc Time” Program at Public Schools Around the World

» Enriching Education in Vietnamese Schools through the Introduction of Instrumental Music Education

## ► 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 3,300 students in 33 schools in South Africa, Nigeria, Kuwait, UAE, and Kenya in fiscal 2018. YMGF plans to add Pakistan, Morocco, and Uganda in the future and expand its activities to start pianica classes in Pakistan.



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 46 workshops held in fiscal 2018 and approximately 5,300 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 Shaoxing 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 250 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



A lecture on the importance of 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 26th Hamamatsu Jazz Week in 2017 featured talk events based on the theme of the 100th anniversary of the jazz record, concerts that featured top-notch domestic and international artists as well as school students from outstanding big bands throughout Japan, 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

### ► 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 9th Brass Jamboree in 2018, conductor Daisuke Soga gave a conducting method seminar on how to study conducting music. More than 550 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 altogether during the concert.

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



Large ensemble with all of the event participants



Ensemble director and conductor Daisuke Soga (left), special guest Chihiro Yamazaki (center), and saxophone player Ryota Miura (right)

## ► Wind Instrument Karaoke Contest (China)

Yamaha Music & Electronics (China) Co., Ltd. holds a wind instrument karaoke competition every year, which provides an opportunity for beginners and others that have just started learning music to enjoy playing simple tunes with a wind instrument on stage. The music is played together with a sound source as musical accompaniment that has been made solely using wind instruments. Some 7,300 children took part in 33 cities nationwide in fiscal 2018.



Preliminaries in Shenzhen city



Preliminaries in Anyang City

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

### ► Piano Placement in National Railway Stations in France

Yamaha Music Europe GmbH, France has placed pianos at more than 100 premises in major French National Railway stations since 2015. Yamaha proposed this idea to France's National Railway, the SNCF (Société Nationale des Chemins de Fer Français), as they realized that this would allow many people to freely experience playing the piano. Several million people utilize the National Railway each day. Following this initiative we have received many positive comments about the joy discovered by playing the piano or listening to the music. Along with placing pianos, we also established a video contest where users record their music then upload it to social media and get a chance to show their performance to viewers all over the world. We set up a terminal with a "like" button for visitors who felt an affinity for the piano thanks to this experience. Over one million visitors have pressed this "like" button. The installation has also garnered attention from various local media outlets.



Piano attracting people



The Yamaha stage in Lyon station, Paris, with a terminal for submitting "likes"

## ► Providing Opportunities for New Ways to Enjoy Music at “Yamaha Music & Life”

In April 2016, we established Yamaha Music & Life, which is a business directly operated by Yamaha Music & Electronics Taiwan Co., Ltd. and is located in a department store in Taiwan. In this store, introductions to each instrument, free trial lessons, and free hands-on testing are provided in four display areas: the Experience Zone, the Living Room Zone, the Studio Zone, and the Break Zone. This store allows visitors to test out instruments and AV equipment free of charge. The services of the store help provide stress-free opportunities to customers who are interested in musical instruments but not yet ready to buy one or start taking lessons. For those who are interested, it is possible to purchase an instrument and pay for lessons. In Taiwan, it is expected that demand for casual hobbies will increase among adults. By providing new opportunities to experience musical instruments, Yamaha can showcase the appeal of music to more people, while aiming to increase the size of the music playing population.



The Experience Zone where customers can try out instruments



The Living Room Zone where recommendations for pianos and AV equipment are made to suit different lifestyles

## 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 different 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.

» [Urban Development Project Through Music \(Japanese only\)](#)



Jozenji Street Jazz Festival Swing Carnival



Funabashi Mori no City “Forest City Big Band”



“Kashiwa facilitator training lecture”

## ► 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 the Symphony Band Parade of the Hamamatsu Festival as well as the Promenade Concert held in front of JR Hamamatsu Station. Furthermore, the band also performs to support, through music, areas affected by natural disasters.



The Wind Instrument Parade, part of the Hamamatsu Matsuri festival



Promenade Concert

» [Supporting Activities of the Yamaha Symphonic Band in Affected Areas](#)

» [Yamaha Symphonic Band website](#)

## 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.

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 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. In Latin America, Yamaha's local subsidiary companies have been providing support to these activities.

However, in promoting these activities, some issues of lack of maintenance for many musical instruments and technicians to repair damaged instruments have arisen. Therefore, in cooperation with each subsidiary in fiscal 2015, Yamaha Corporation began a new project to teach maintenance of musical instruments as well as to train repair technicians. We contribute to further development of music education and culture, and to solving social issues, by providing technologies for, and knowledge of, musical instruments to many people.

### ► Cooperating with "El Sistema"

Yamaha Music Latin America, S.A. (YMLA) has been supporting El Sistema<sup>\*1</sup>, a music education project promoted by the Venezuelan government. YMLA has supported "Fundación del Estado para el Sistema Nacional de las Orquestas Juveniles e Infantiles de Venezuela (FESNOJIV)," which has run the project, for more than 15 years and has provided musical instruments and technical seminars. El Sistema is a delinquency prevention and poverty eradication system to stabilize society by promoting music activities and securing jobs for children. The number of children and young adults participating in El Sistema has reached approximately 780,000, mostly from poorer demographics. Through music study, participants enhance their moral character and take part in constructive social events such as orchestras and teaching opportunities throughout the country.

The fostering of skilled people who can maintain wind and percussion instruments in the country is a way to help create job opportunities. For this reason, YMLA dispatches band instrument experts from Japan, Europe, and U.S. and holds experts seminars to contribute to job creation. Additionally, the program has purchased and put to use a cumulative total of approximately 10,000 Yamaha brass instruments to date.

Currently, YMLA is collaborating with the Yamaha Corporation headquarters to design and implement a new El Sistema program called the Venezuela Musical Instrument Post-Purchase Service Network Development Program.

<sup>\*1</sup> A music education system that started in 1975 to promote the sound development of less fortunate youngsters through the practice of music in symphony orchestras by providing free lessons and instrument rental.



Children with El Sistema founder José Antonio Abreu  
Courtesy of FUNDAMUSICAL



Band instrument maintenance seminar



Model CFX piano in the Sala Simón Bolívar concert hall in Caracas, Venezuela  
Courtesy of FUNDAMUSICAL

## ► Supporting the Activities of “Cauca Wind Orchestra”<sup>\*2</sup>

YMLA established the Cauca Wind Orchestra (OCV) in cooperation with the Polifonia Foundation<sup>\*3</sup> and Incolmotos S.A.<sup>\*4</sup> and supports its activities. Cauca, Colombia is an unsettled region known for cocaine smuggling and frequent bombings and kidnappings.

Given this situation, the aim of OCV's activities is to change the lives and hearts of children through music, to protect the daily lives of general citizens, and to give children positive futures. OCV aims to advance the sound development of youngsters in the Cauca region of Colombia through orchestra activities.

<sup>\*2</sup> FESNOJIV: Fundacion del Estado para el Sistema Nacional de Orquestas Juveniles e Infantiles de Venezuela

<sup>\*3</sup> This foundation in Popayan in the southern part of Colombia works toward the sound development of youth by drawing them into musical activities.

<sup>\*4</sup> This company is a group company of Yamaha Motor Co., Ltd. and sells products from Yamaha Motor Co., Ltd. as well as musical instruments from Yamaha Corporation.



Cauca Wind Orchestra (OCV)



Young students with a passion for music



Cauca Wind Orchestra (OCV) logo

## ► 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 12 years, Sopro Novo has held seminars nearly 1,600 times in 189 cities, and has trained over 5,000 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.



Teacher training seminar



Annual national gathering

# 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

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. In fiscal 2018, we continued to accept junior high school students visiting for hands-on learning, as well as high school students interested in internships.



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\* 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. In fiscal 2018, 973 people in nine schools experienced this training.

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

\* 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.



Work experience participants



Students participating in a lecture

## Support for Exhibits at Learning Facilities

Hamamatsu Science Museum (Hamamatsu City, Shizuoka Prefecture) opened in 1986 to develop science-oriented minds and includes a planetarium and participation-type exhibits that people can touch to aid in learning. Many parts of the exhibits can be attributed to the participation and support of regional companies and groups, and Yamaha Corporation has also played a role since the museum opened. The following items are currently on display in the "sound" corner. (They were donated in 2012.)

## Exhibit Items Provided in the “Sound” Corner

Section	Details
Variable acoustic room	Exhibit using audio signal processing technology. Visitors can experience sound vibrations virtually in such simulated settings as a theater, echo room, cave and church simply by flicking a switch.
Cutaway models of musical instruments	Exhibit where the cross-section of eight different kinds of musical instrument, including wind, string and percussion instruments, can be observed close-up.

## 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 themes of manufacturing and science. 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 students a way to experience the process of manufacturing. Upon request, we also offered on-site lessons that included ion plating and universal design (UD) classes.



Handmade guitar class



Handmade kalimba class



Mini clapper class



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



An on-site lesson on “plating”



UD visiting class based on the theme of the “universal design of professional tools”

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

Yamaha Piano Manufacturing Japan 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. 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 holds clinics for local youth baseball teams 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\*" and helped instruct pitchers and catchers in middle schools.

A total of 60 such clinics have been held since the program started in 2000. In fiscal 2018, they took place at five locations in four different cities in Shizuoka Prefecture, which included 1,155 elementary and middle school 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.

\* 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, in fiscal 2018, the Company launched Alto Recorder Class and Chorus Practice. Primarily aimed at elementary and junior high school students, these materials are 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. Teaching class while following this system helps foster students' imaginative and theoretical skills.

Additionally, Yamaha has been making progress in joint projects with other companies, and led the production and development for the digital classroom materials "Music Edutainment Application: Learn to Read Sheet Music! Vol.1 Rhythm Training," which teaches users how to read sheet music and was planned and sold by KYOIKU GEIJU TSU SHA Co., Ltd., a company which publishes textbooks and classroom materials.

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.



Practice using Alto Recorder Class



A screenshot from Chorus Practice

### ► 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 (Kornagamine 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 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 2018, instruments worth a total of 200,000 yuan were donated to two schools in two cities, with the objective of strengthening relationships with agents in local cities and expanding regional contributions. Over the past five years, 54 schools have received donations all total, and the cumulative amount has reached approximately 4.2 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
Sept 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
June 2017	Chengdu	1	Portable keyboards worth approx. 100,000 yuan
Oct 2017	Jinan	1	Portable keyboards worth approx. 100,000 yuan



Musical instrument presentation ceremony (Chengdu)



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. One month before the food is due to be replaced, Yamaha donates it to the food bank.

## Support for 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. Going forward, we will continue to provide support in the hope that recovery from the disaster can be achieved as soon as possible.

## ► Yamaha Symphonic Band Helps Support Activities in Disaster Affected Areas

The Yamaha Symphonic Band is devoted to supporting victims of the Great East Japan Earthquake. To date, the band has held charity concerts and other activities across the Tohoku region to help promote the recovery. The Yamaha Symphonic Band also donated part of the proceeds of its CDs "Yamaha no Oto Kanaderu Takumi no Oto 1," which was released in October 2015, and "Yamaha no Oto Kanaderu Takumi no Oto 2" 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



Concert to support the disaster afflicted area

## 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. Also, holding this major event is made possible with the support of volunteer staff from across Japan 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 2018 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 ¥59 million.

In addition, a total of 316 new Group employees from Yamaha Corporation and Yamaha Motor Co., Ltd. took part as tournament operations staff alongside 1292 volunteer staff.



An "eco-station" for separating garbage



Volunteer staff at the tournament in 2018

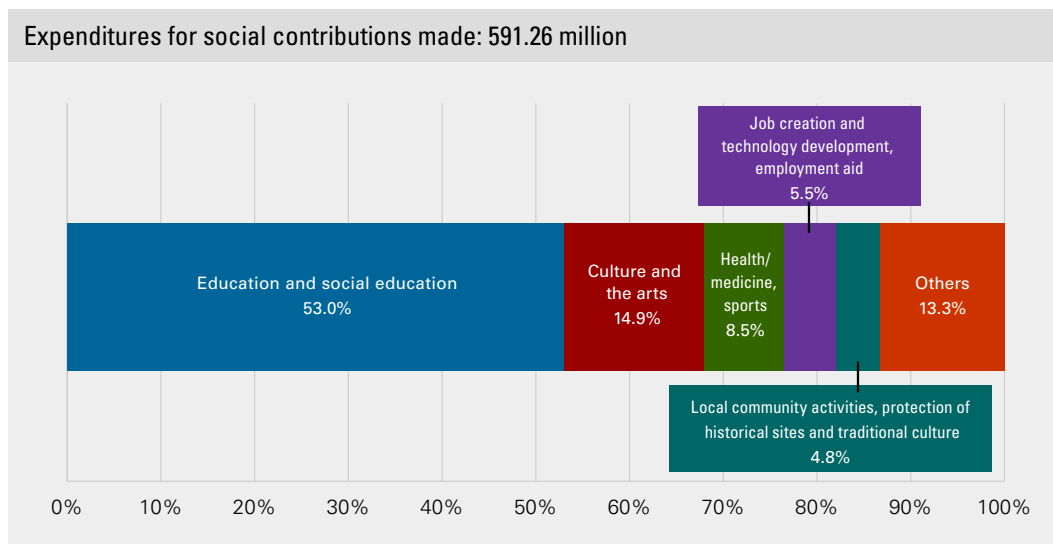


Charity donation presentation ceremony conducted after the tournament award ceremony

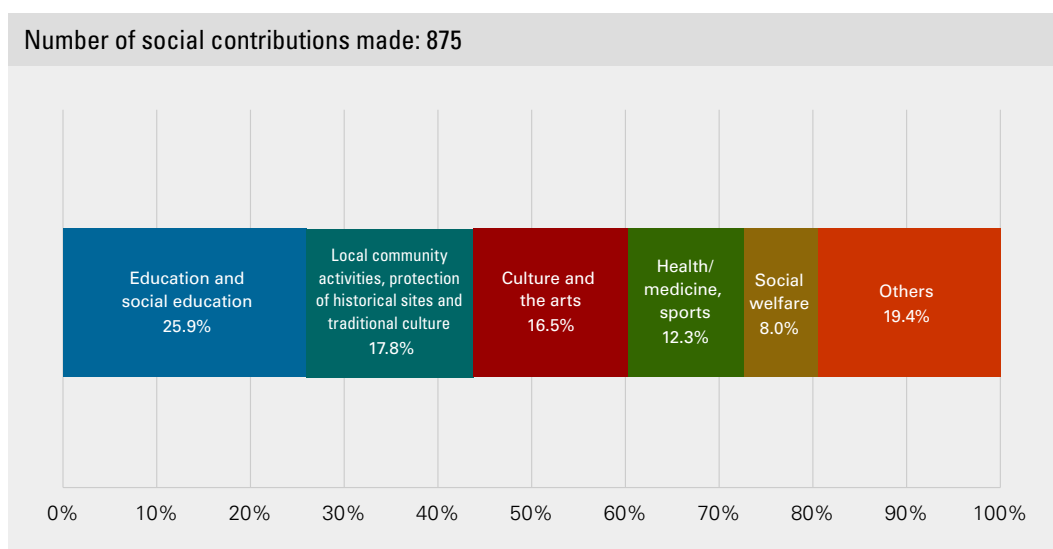
## Expenditures for social contributions

In fiscal 2018, the Yamaha Group spent 591.26 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.



\* "Others" includes environmental activities and assistance to disaster stricken areas, etc.



\* "Others" includes environmental activities and assistance to disaster stricken areas, etc.