

# Community

## Hitachi's Approach

Our diverse operations span the globe and involve a wide range of communities. To build long-term relationships with all communities involved in our business and to contribute to their development, we carry out various social contribution activities in the key fields of human development, the environment, and community support. In recent years, we have focused on STEM (science, technology, engineering, and mathematics) education to foster the next generation of human capital who will lead the future, and in fiscal 2018 we carried out a diverse range of activities drawing on the respective strengths of each Group company.

### Our Impact on Society

Funding for social contribution activities

1,888.11 million yen

### Our Performance

No. of participants

54,629 (approx. 18.5% of total employees)

## Social Contribution Activities

### Policy on Social Contribution Activities

Policy

In an effort to achieve the 2021 Mid-term Management Plan, Hitachi is working to create social and environmental value through the Social Innovation Business. Social contribution activities lead to the creation of social and environmental value and can support the sustainable development of society and continued business growth. We thus actively promote activities in the key fields of human development, the environment, and community support, which are outlined in the policy on social contribution activities shared by the Group. As a company aiming to solve social issues through innovation, we believe we have an important mission to foster not only our own human capital but also people in the fields of science and technology more broadly. Also, as a global company, we believe it is essential for employees to actively volunteer their time to address local issues and needs, building trust with the local community as a good corporate citizen. Volunteering has benefits for employees as well, as it can heighten their awareness of social issues and—by helping resolve those issues—enhance their motivation to work. This can, in turn, become a driving force for the Social Innovation Business and our many other operations.

#### Policy and Statement on Social Contribution Activities

##### Policy on Social Contribution Activities

The Hitachi Group promotes interactive communication with local society through social contribution activities related to business activities, employee volunteers, and charitable activities in the key fields of human development, the environment, and community support.

##### Statement

“Nurturing People, Connecting to the Future”

The statement was set down to succinctly express the meaning of the policy so that its orientation may be shared by employees, the community, and various other stakeholders so that it can reach as many people as possible.

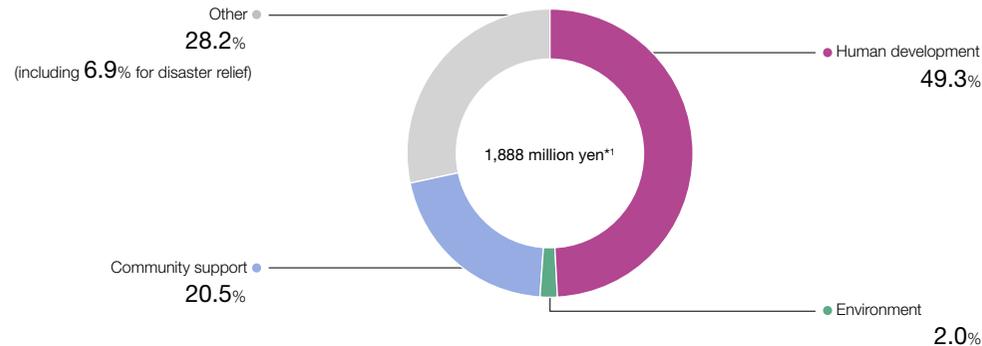


## Funding for Social Contribution Activities

Objectives, Activities, and Achievements

In fiscal 2018, Hitachi and the Hitachi Global Foundation provided about 1.9 billion yen in funding toward social contribution activities worldwide. Additionally, 54,629 Hitachi Group employees (around 18.5% of the total) participated in social contribution activities.

### Breakdown of Funding for Social Contribution Activities



\*1 Japan: Hitachi, Ltd., 141 Group companies, and the Hitachi Global Foundation.  
 Outside Japan: 152 Group companies. Funding includes monetary and in-kind donations, independently organized programs, participation or dispatch of employees, community use of facilities, and employee donations; excludes personnel costs incurred from the participation or dispatch of employees.

## Advancing STEM Education as One Hitachi

Objectives, Activities, and Achievements

The rapid advance of AI, big data analytics, and other information technologies has made the development of IT personnel an urgent priority. There is growing worldwide recognition of the importance of STEM (science, technology, engineering, and mathematics) education to foster human resources capable of utilizing IT and other cutting-edge technologies to enhance their creativity, expressivity, and problem-solving skills. We are implementing various STEM-related social contribution activities to foster a new generation of human capital to lead the future.

### STEM Education to Develop Engineers in the United Kingdom (Hitachi Rail Ltd.)

In response to a serious shortage of engineers in the United Kingdom, Hitachi Rail launched a brand new educational program in October 2018, partnering with Primary Engineer, a non-profit organization that delivers STEM educational programs for education institutions, targeted at 5- to 10-year-old primary school pupils.

The program delivers training to teachers with the company's engineers at about 50 primary schools in Ashford, Doncaster, Bristol, Newton Aycliffe, and West London, where Hitachi's railway business sites are located. Approximately 3,000 pupils will benefit from this educational experience in the 2018–19 academic year.

This program is funded for three years by Hitachi Rail. In year two, the existing 50 schools will be supplied with the materials to continue with the program while a new cohort of 50 schools will be trained and enabled to run the rail-oriented engineering projects in the classroom. Within the three year program, over 16,000 pupils will have engaged with this program.

Hitachi Rail recognizes the importance of working with schools to raise children's awareness of exciting career opportunities in engineering fields. Therefore, this STEM program is linked to the school curriculum, implemented by a team of school teachers and the company's engineers. Using rail train models, the children learn rail engineering directly from the engineers of Hitachi Rail.

Parliamentary Under Secretary of State for Transport Nusrat Ghani said that this program is a fantastic demonstration of collaboration for nurturing next-generation engineers, working in partnership with industry and the education and charity sector.

Hitachi Rail will continue to tackle with the lack of skilled workers in engineering fields by delivering the STEM program, which will lead to the company's growth and supporting the government's Industrial Strategy in the United Kingdom.



Participating pupils celebrate the completion of the program.

### Programming Classes for Schoolchildren (Hitachi Consulting Co., Ltd.)

There is a growing interest in programming in Japan, as courses in the subject will start in earnest at elementary and junior high schools under the education reforms of 2020.

Believing in the importance of STEM education to foster the next generation of IT personnel, Hitachi Consulting has developed an original programming curriculum that draws on the company's IT skills and content to cultivate an ability to think logically. The classes, taught by volunteering employees, are for the children of Hitachi Group employees in grades three to six and are held at the offices of Hitachi Consulting and Hitachi, Ltd. Classes were held four times in 2018 with the participation of approximately 100 children and their parents.

Working with an original textbook, schoolchildren use tablets to learn a basic robot operating program. The program is then applied to run ball-shaped robots on a course the children themselves have created. This exercise is intended not only to stimulate interest in IT but, through the sharing of the programs the children created, to cultivate their presentation skills. Going forward, there are plans to fine tune the program for different age groups and to hold classes in cities other than Tokyo. Consideration is also being given to inviting the participation of children outside Japan by linking classrooms via the internet.



One aim of the program is to enhance the presentation skills of participating schoolchildren.

### Hitachi Professional Engineers Association

The Hitachi Professional Engineers Association\*1 was established in 1984 to contribute to society and business operations in many ways, such as offering society the technological expertise of its members through the Social Contribution Promotion Committee. One of the association's activities is the Science Dream Club, aimed at cultivating an interest in science among children who will lead the next generation. Using original content, the club conducts workshops at various science-related events that allow participants to experience the mechanisms of science. In fiscal 2018, 21 workshops were held in Osaka, Hamamatsu, and the Greater Tokyo area. In December 2018, the club participated in a program organized by the University of Tokyo (with the support of the Japan Science and Technology Agency) to develop engineers of the future. Using Raspberry

Pi—a business-card-sized PC—about 30 junior high school students participated in an electronic workshop at Kawaguchi Municipal High School to learn the basics of programming and IoT. Future workshops will aim to provide opportunities not just to experience programming but also to acquire practical IoT and scientific skills in line with specific goals.

\*1 A group of highly qualified engineers certified by the Japanese government as either “professional engineers” or “associate professional engineers.” Chaired by the CEO of Hitachi, Ltd., it is one of the largest corporate associations of professional engineers in Japan.



A workshop for junior high school students using Raspberry Pi.

## Development of Next-Generation Leaders Objectives, Activities, and Achievements

One priority in Hitachi’s social contribution activities is the development of human resources. Our initiatives are not just in the field of science and technology but also focus on fostering the next generation of leaders to tackle issues at the global and local levels and bring about positive change in society.

### Hitachi Scholarship Program for the Asian University for Women (Hitachi, Ltd.)

Hitachi, Ltd. has been providing scholarships to students at the Asian University for Women (AUW) since fiscal 2014. AUW is an international university in Chittagong, Bangladesh, that was established in 2008 to provide higher education opportunities to socially or economically disadvantaged women from South and Southeast Asia. Three students having high aspirations and a strong motivation to address such social issues as poverty, education, and gender inequality were selected as Hitachi Scholars and have been provided with scholarships and support since 2014 during their four-year undergraduate years. Six new students majoring in the fields of science and technology will be selected and provided with support from 2018.

Through our support of Asian women in higher education, we will promote greater diversity among community leaders and people with scientific or technological expertise, helping address issues in social sustainability and contributing to regional development.

### Hitachi Young Leaders Initiative (Hitachi, Ltd. and Hitachi Asia Ltd.)

The Hitachi Young Leaders Initiative (HYLI) was launched in 1996 with the aim of nurturing the next generation of leaders in ASEAN and Japan. Held for the fifteenth time in July 2019, HYLI brings together outstanding undergraduate and graduate students from seven ASEAN countries (Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam) and Japan to participate in a program featuring speeches and panel discussions by top experts, group work, and community activities. The participants come to recognize and reach a common understanding on the various issues confronting ASEAN, and they hold discussions and offer proposals on ways to address those issues. The program’s over 340 alumni through fiscal 2018 are now active in a variety of fields, including international organizations, government, corporations, and NPOs.



Social Contribution Activities

## Contributing to Society Through the Hitachi Global Foundation

### Frameworks and Systems

The Hitachi Global Foundation conducts social contribution activities around the three pillars of “promotion of academic research, science, and technology,” “human development,” and “support for local communities.”

## Activities of the Hitachi Global Foundation

### Objectives, Activities, and Achievements

The Hitachi Global Foundation conducts 14 social contribution projects based on the three core pillars of “promotion of academic research, science, and technology,” “human development,” and “support for local communities.” Some of the most prominent projects conducted in fiscal 2018 include the following.

In the field of “promotion of academic research, science, and technology,” the foundation provides Kurata Grants, which support researchers engaged in the pursuit of solutions to global social challenges. On March 1, 2019, an award ceremony for the 50th Kurata Grants was held, with prizemoney totaling 30.8 million yen. The 30 winners in the natural sciences and engineering were 12 projects in the category of energy and the environment, 5 in urban development and transportation, and 13 in healthcare (with 7 being interdisciplinary studies incorporating research in the humanities and social sciences). To commemorate the 50th anniversary of the awards, the winners also received a booklet containing the names and photos of all grant recipients over the full history of the Kurata Grant and a crystal magnifier-paperweight inscribed with the name of the winner.

As for “human development,” the Hitachi Future Innovator Program to promote the development of science and engineering human resources entered its third year. Aimed at Japanese schoolchildren in the upper grades of elementary school, the program was expanded from two schools to three, and its content was enriched. This project-based learning program has been highly praised not only for enhancing the problem-solving ability of schoolchildren but also for promoting the development of teachers.

In addition, a new website called My Tomorrow aimed at female junior high and high school students was launched to raise interest in science and engineering careers. It features interviews (called Pioneer Talk) with leading women professionals, focusing on their experiences, work, and ideas. The third interview uploaded in September 2018 is a dialogue between Yuki Igarashi, PhD, Associate professor, Department of Future Media Science, School of Interdisciplinary Mathematical Sciences, Meiji University, known as a programming genius, and Yukiko Araki, Corporate Officer, Hitachi, Ltd.

In a related project, 18 junior high school girls participated in a workshop to create their own dolls using computer graphics programmed by Igarashi.

In the field of “support for local communities,” the foundation publishes *Mirai (Future)*, a web magazine that examines regional and social issues of high public interest. The third issue focused on the issues and challenges of a declining birthrate and featured a dialogue between the foundation president and Toko Shirakawa, a journalist and book author on such topics as the declining birthrate and work-life reform. Other articles included a report on a symposium on surviving the era of a declining birthrate and opinion pieces submitted by experts, including Tomiyo Kagami, professor of comparative literature and cultures in the Graduate School of Humanities and Sciences, Ochanomizu University.

The Hitachi Global Foundation will continue to implement projects in the public interest that contribute to resolving the biggest social challenges of our time.



The Hitachi Global Foundation