

Commitment to Addressing Social Issues around the World

Aiming to earn the confidence and trust of society and be a good corporate citizen, Konica Minolta is helping solve local social issues around the world. The Group focuses especially on issues where it can make a unique and highly effective contribution through its business.



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Worldwide Support for the Pink Ribbon Campaign for Early Breast Cancer Detection

Konica Minolta Medical and Graphic, Inc., supplies digital mammography units for early detection of breast cancer. Naturally, Konica Minolta Group companies worldwide also support the Pink Ribbon campaign, which emphasizes the importance of early breast cancer detection.



Participating in a Charity that Promotes Early Breast Cancer Detection (Canada)

In 2010 Konica Minolta Business Solutions (Canada) Ltd., a sales company of office equipment and solutions, partnered with the Canadian Breast Cancer Foundation. The company donated a portion of sales of the Konica Minolta color MFP for the period from October 2010 to March 2011 to the Foundation. In addition, several employees from across Canada came together to form a run team and took part in the Foundation's awareness-raising run event on October 3, 2010.

Holding Breast Cancer Seminar for Female Employees (Japan)

On February 17, 2011, a breast cancer seminar was held for female employees, which was relayed by video conference to 11 Konica Minolta sites across Japan. The seminar was the result of the passion of the developers of digital mammography to protect as many women as possible from breast cancer. It began with a plan to first raise awareness inside the Group about the importance of breast cancer screening, and to identify information that women wanted to know, based on interviews with female employees.

As many as 521 female employees participated in the seminar, and with the cooperation of like-minded doctors from a clinic specializing in breast cancer, a lecture on properly understanding breast cancer was given and specific methods for self examination were introduced.

The company plans to continue this seminar in the future, and is looking into expanding it to women outside the Group.



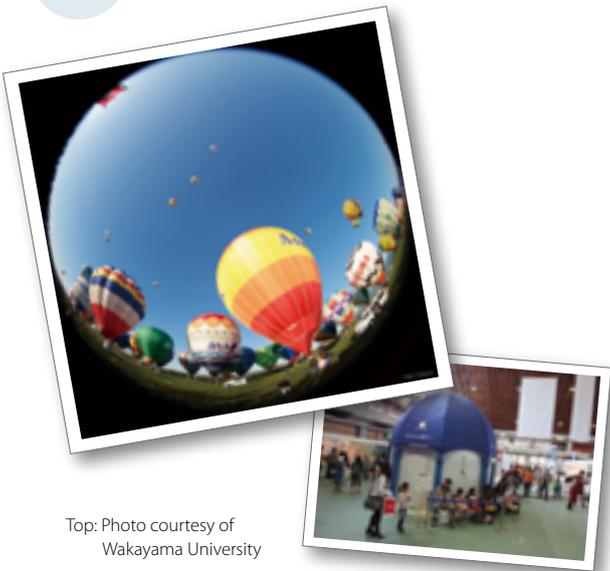
Supporting Children with Mental Disabilities (China)

Konica Minolta Business Solutions (China), a sales company of office equipment solutions, has been supporting schools for mentally disabled children in Shanghai and Beijing, based on the theme of a “colorful future together with Konica Minolta.” This activity began with the donation of laser printers to a school that participated in the Shanghai Special Olympics in 2007, and it has now grown to six schools.

Since 2008, the company has been creating calendars featuring the children’s paintings for distribution to customers and employees, as well as children and school staff. These calendars have been very well received each year. Other efforts include volunteer activities by employees, printer donations, and donation of study materials and year books printed on Konica Minolta equipment. In fiscal 2011, the company plans on launching a painting contest for the children, in addition to its usual activities.



Activities Making Use of Planetarium Full-Dome Video (Japan)



Top: Photo courtesy of Wakayama University

Konica Minolta Planetarium Co., Ltd., provides digital full-dome systems that show dynamic video on a full planetarium dome, along with planetarium equipment to recreate starry skies.

On November 6 and 7, 2010, the company offered support for the Saga Prefecture Space and Science Museum, providing high-definition live projection of an International Balloon Festival in the museum’s planetarium. The full-dome show provided the audience with a very realistic experience, thereby contributing to the excitement of the event.

The company also exhibited at the National Lifelong Learning Festival “Manabipia” held in Kochi Prefecture from November 19 to 21, 2010. The company’s exhibit featured a small planetarium dome imitating a spacecraft, and provided a computer animated space travel experience. It was an opportunity to increase many children’s interest in space.

The company will continue engaging in various activities like these in the future, with the aim of contributing to society by promoting astronomy and science education.

Helping an Organization That Supports Patients with Intractable Illnesses (Slovakia)

Konica Minolta Slovakia spol. s r. o., a sales company of office equipment and solutions, contributes time and resources to the Association Hope, a non-profit organization which provides support and services to those affected by multiple sclerosis.* The organization hosts a variety of educational activities designed to inform patients, doctors and the community about the aspects of the disease. The association also provides services such as employment assistance, counseling and physical therapy, and hosts various supporting events. Through the donation of bizhub C252 MFP, paper supplies and support services, the company has supported the smooth everyday operations of this organization.



*Multiple sclerosis: A chronic disease which damages the myelin sheath around nerve fibers, causing inflammation in the brain, spinal cord and optic nerves.