



Contributing to Society

Committed 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 to 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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in Japan

Participation in Efforts to Support Disaster-Affected Areas

The earthquake and tsunami that struck in March 2011, now known as the Great East Japan Earthquake, caused massive damage to the coastal areas of northeastern Japan. Approximately 100 new Konica Minolta employees from Konica Minolta Group companies in Japan participated in recovery support efforts in the town of Minamisanriku in Miyagi Prefecture. The participants were divided into two groups, with each group visiting the town in September 2011. Together with other volunteers, they helped clear away debris and filled sandbag weights for rafts used in the growing of *wakame* seaweed.

Clearing away debris where houses once stood



Filling sandbags near the port

in France

Promoting the Integration of People with Disabilities

Konica Minolta Business Solutions France S.A.S., an office equipment and solutions sales company, established the Konica Minolta Enterprise Foundation in 2011 in order to facilitate the access of people with disabilities to sports, entertainment, culture, education, and work. The Foundation also allows employees to participate by proposing projects. The fund is applied to a wide variety of projects, from local to national in scale, working in cooperation with a number of non-profit organizations, cultural venues and institutions.

One example of a funded project took place with the Quai Branly Museum in Paris, where the foundation supported the creation of 3D models to assist people with visual impairments to understand the floor plans of the museum. The fund is also being used to support projects by the French National Forestry Office to build a wheelchair path in the Chamonix Valley and a facility that allows people in wheelchairs to go swimming along Atlantic Coast beaches.



A path built along the beach

in China

Painting Contest for Children with Disabilities

Konica Minolta Business Solutions (China) Co. Ltd., an office equipment and solutions sales company, has been offering support to schools for children with mental disabilities since the 2007 Shanghai Special Olympics. Every year the company donates laser printers or educational materials produced on Konica Minolta MFPs, and its employees hold volunteer activities and exchanges with students at six schools in Shanghai and Beijing.

In October and November of 2011 the company held a painting contest at these six schools on the theme of "Painting 'Green' Dreams and a Colorful Future." Members of the public voted online for their favorite paintings out of 128 that were submitted to the contest, and some 20 children were awarded prizes.



Painting contest prize-winners

in Hong Kong

Organizing a "Green Concert"

Konica Minolta Business Solutions (HK) Ltd., an office equipment and solutions sales company, held its Konica Minolta Green Concert for the second time on November 27, 2011. The concert, first held in 2010, is an event that combines the environment, sports, music, and charity and draws public attention to the energy crisis and environmentally-friendly lifestyle choices.

In order to meet the electricity needs of the concert, the Power Generating Challenge was held at The Hong Kong Polytechnic University in mid November, in which teams of five to eight people pedaled bicycles to generate electricity. They received prizes for their team unity and the amount of electricity they were able to generate. All the entry fees after covering the administration cost of the event were donated to the university to be used for the research and development of renewable energies. Popular Hong Kong singers performed and raised awareness of the importance of environmental protection in front of a crowd of 1,600 people.



Contest participants pedaling to generate electricity

in the U.S.A.

Donating Books to Children

The Konica Minolta Colorful Tomorrow Foundation (the "CTF") is a charitable nonprofit organization sponsored by Konica Minolta Business Solutions U.S.A., Inc., an office equipment and solutions sales company located in the U.S. Since its founding in February 2007, the CTF has carried out social action programs focused on education, healthcare, the environment, and disaster assistance.

In April 2012, as part of its efforts to provide employees and their families with more opportunities to participate in their mission, the CTF introduced the Books2BETTER program, with the goal of collecting and donating books to underprivileged children. Book donations from employees from many of Konica Minolta's U.S. companies far exceeded the target of collecting 500 books. In total, 400 used books and 524 new books were collected. The used books were donated to a local volunteer center and the new books were packaged into backpacks by employee volunteers and donated to underprivileged Pre-School and Kindergarten students in their community.



Volunteers preparing books for donation to children

For the Global Environment



Earning the Confidence of Customers



Cooperating with Business Partners



Growing Together with Our Employees



Contributing to Society

