

# 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 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.

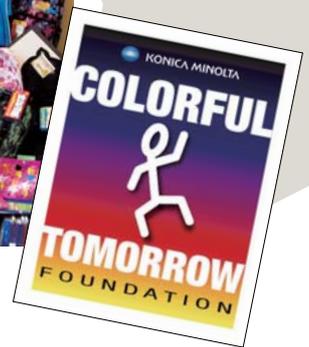
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## U.S.A.

### Providing School Supplies for Children for the New School Year

The Konica Minolta Colorful Tomorrow Foundation (CTF) is a nonprofit organization supported by Konica Minolta Business Solutions U.S.A. Since its establishment in February 2007, it has pursued corporate social contributions with particular emphasis on the fields of education, healthcare, the environment, and disaster relief.

In August 2012, CTF ran the Back to School program to provide school supplies to help disadvantaged children get a good start on the new school year. Over 5,500 items gathered by employees at Konica Minolta Group companies across the U.S. were donated to 13 schools all across the country.



## France

### Sponsoring a Marathon to Fund Tree Planting in Ethiopia

The Green Marathon held in Rennes, the regional capital of Brittany in France, organizes a project to plant trees in Ethiopia in Eastern Africa according to the distances run. This initiative contributes to reforestation in that country, where 1,400 km<sup>2</sup> of forest is lost every year, and it also helps to create employment through local contracting of the tree planting work. Konica Minolta Business Solutions France has endorsed the project concept and supported the marathon since its first year in fiscal 2011. In fiscal 2012, there were 67,615 trees planted, one for every kilometer that the participants ran. In fiscal 2013, the company increased its cooperation by becoming a title sponsor.



## Participating in a Charity Event in Support of Breast Cancer Research

Konica Minolta provides breast X-ray equipment for digital mammography, which is effective for the early detection of breast cancer. As one aspect of this business, the Group companies around the world support Pink Ribbon campaigns, which seek to raise awareness of the importance of detecting breast cancer in its early stages. In the running and walking event in October 2012 organized by the Run for the Cure Foundation, 110 employees from Konica Minolta Business Solutions (Canada) took part. The funds raised, which amounted to more than 21,535 Canadian dollars, will be used to support breast cancer research.



Participants in the Pink Ribbon event



Children who won awards in the painting contest



## Supporting Schools for Children with Special Needs

Konica Minolta Business Solutions (China) Co., Ltd. has been supporting six schools in Shanghai and Beijing for children with special intellectual challenges since fiscal 2007. In fiscal 2012, the company presented the schools with color textbooks printed on Konica Minolta high-speed MFPs and donated stationary, and employees again volunteered at the schools. The company has also conducted a Children's Painting Contest at the six schools since fiscal 2011. In fiscal 2012, there were 100 submissions, and 20 paintings were selected as winners of awards for excellence, and the award-winning children were given scholarships.



## Environmental Education for Children

Konica Minolta Business Solutions (HK) Ltd. has been running an environmental education program for children—the Emerald Education Program—in collaboration with the local environmental NGO Green Sense since fiscal 2012. The program offers a variety of hands-on experiences such as workshops on making soap from used oil, experiments with solar energy, and eco tours to observe rare creatures.



Eco-tour

Experiment of the solar energy



Experience of the copy



Experiment of the static electricity



## Guest Lectures on the Structure of a Copier

Konica Minolta, Inc. offers guest lectures at junior and senior high schools as part of its educational support activities. The theme of these lectures is the structure of a copier, and MFPs—the company's main business—are the subject material. In fiscal 2012, the first year of the program, 111 new hires visited seven junior and senior high schools in Tokyo, Aichi, and Osaka as guest lecturers and taught approximately 450 students over 13 classes. They explained the principle of copying using static electricity in a clear manner using familiar examples and facilitated understanding through hands-on activities using experiment equipment. Each lecture concluded with a message based on the speaker's own experiences as a clue for the students in choosing their future careers.

For the Global Environment

Farming the Confidence of Customers

Cooperating with Business Partners

Growing Together with Our Employees

Contributing to Society