

Changes for the Better



Philanthropic Activities



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Supporting an extensive range of social programs inside Japan and abroad.

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In recognition of the positive difference Mitsubishi Electric is making in the lives of those who need it most.

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Supporting social welfare programs in Japan and overseas designed to help people live fuller lives.

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A spirit of volunteerism worldwide that's helping to build relationships between company members and local communities.

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Activities, technologies and products that make Mitsubishi Electric a Socially Responsible Investment.

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A major driving force in the development and application of technologies that turn bold new ideas into the things that make the modern world work.

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Bringing people together to share and celebrate cultural differences, engage in sports events, and break down the barriers that separate people.

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Mitsubishi Electric's philanthropic activities since 1990.

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Awards

2006 William Diaz Impact Award, USA

The Mitsubishi Electric America Foundation (MEAF) has received the 2006 William Diaz Impact Award in recognition of the Foundation's significant contributions to improving the lives of people with disabilities. MEAF was nominated by officials of Project SEARCH, a program based at the Cincinnati Children's Hospital Medical Center, which trains young people with cognitive disabilities for careers in the healthcare and banking industries.



Disaster Relief

Sichuan (China) Earthquake Relief Efforts

Mitsubishi Electric Group companies have donated a total of approximately 50 million yen to aid and support victims affected by the earthquake that struck China's Sichuan province on May 12, 2008. The Mitsubishi Electric Group expresses its deep sympathies for those affected by the earthquake and sincerely hopes for a quick recovery.

Java (Indonesia) Earthquake Relief Efforts

Mitsubishi Electric Corporation offers its heartfelt condolences to all victims of the devastating earthquake that occurred in central Java on May 27, 2006. The company has announced the donation of at least 5,000,000 yen in aid in response to the tragedy, and is currently assessing the local situation in order to best determine when and to which organizations the funds should be dispensed. Mitsubishi Electric sincerely hopes for the quick recovery and reconstruction of the affected area.

Hurricane Katrina Relief Efforts, USA

After the Hurricane Katrina disaster that devastated the Gulf Coast region of the United States in 2005, Mitsubishi Electric employee volunteers mobilized to collect food, blankets, and other essential items to send to victims of the stricken region, while MEAF and Mitsubishi Electric Digital America (MDEA) facilitated the donation of 16 HDTVs to schools serving special-education students on the Mississippi Gulf coast. Total donations in cash and useful resources by Mitsubishi Electric US stands at \$120,000 to date, including \$10,000 that MEAF provided to the Disability Funders Network Disaster Relief Fund to assist people with disabilities affected by disaster, and \$43,747 in matching funds generated by MEAF's Starfish Matches program.



Asian Tsunami Relief

On December 26, 2004, a massive undersea earthquake lasting more than ten minutes occurred off the coast of Sumatra, Indonesia in the Indian Ocean, resulting in a devastating tsunami that killed more than 280,000 people, and displaced more than 1.1 million people from their homes. Mitsubishi Electric group companies around the world as well as the Mitsubishi Electric America Foundation made donations totaling 50 million yen to such relief organizations as the Thai Red Cross Society, American Red Cross Society, British Red Cross Society, and others.

Chuetsu (Japan) Earthquakes

Mitsubishi Electric donated 51 million yen to social welfare facilities as well as various relief efforts to help the people affected by the MidNiigata Prefecture Earthquake of 2004, also known as the Chuetsu Earthquakes. This was a series of earthquakes that rocked Niigata Japan on October 23, 2004, with magnitudes reaching 6.9 on the Richter scale. More than 3,000 injuries were reported, dozens of people lost their lives, and thousands had to be evacuated from their homes. The earthquakes caused much damage to property and municipal facilities, and even derailed a Shinkansen (Bullet train) for the first time in its history.

Grants

2006 MEAF Grants

Mitsubishi Electric America Foundation (MEAF) located in Washington, D.C., announced in January 2006 the awarding of a total of \$883,000 in grants nationwide for the continuation of existing as well as the launch of new projects that serve young people with disabilities. MEAF's mission is to help young people with disabilities maximize their potential for unfettered participation in society. The Foundation's "Inclusive Initiative" focuses on helping mainstream American organizations make their programs more accommodating of and attractive to disabled youth, while working to change attitudes among people without disabilities.

Special Initiatives

Web Accessibility Initiative

As part of its "Inclusion Initiative" program, MEAF funded the creation of a special Web site by the National Wildlife Federation (NWF) called Happenin' Habitats, which was viewed by some 500,000 students and educators, and received the 2005 Distinguished Achievement Award for Best Science Website from the Association of Educational Publishers. The Web site also made a profound impact on NWF personnel by exposing them to Web Content Accessibility guidelines, while promoting inclusive practices across programs.



Science and Technology Education

Mitsubishi Electric Europe, B.V. (Italian Branch) has become an official science and technology partner of the National Museum of Science and Technology "Leonardo da Vinci" in Milan. A long-term educational project is underway that's designed to motivate students of primary and secondary schools to take a serious interest in science and technology. In October 2005 an opening ceremony was held for a new permanent exhibit area at the museum dedicated to robotics, in which Mitsubishi Electric factory robots are integrated into special exhibits that include reproductions of technological ideas dreamed up more than 500 years ago by the great Leonardo da Vinci. Called Progetto EST (Education to Science and Technology), the project's goal is to be the biggest exhibit area in a European museum dedicated to robotics.



Special Programs

Sozial Mobil Transport Funding

Mitsubishi Electric Europe, B.V. (German Branch), located in Ratingen (near Dusseldorf), supports the Helen Keller School for children with disabilities by providing funding for a "Sozial Mobil" (social mobile) van for transporting pupils to school facilities and special outings.

Germany-Russia Student Exchange Program

Mitsubishi Electric Europe, B.V. (German Branch) has made donations to the Technical Academy in Aachen, Germany, to help support a regular exchange of students between the Academy and the Polytechnic University of St. Petersburg, Russia. In 2005 a group of about 20 students from each country participated in the exchange, which included special workshops and a culture program designed to improve cooperation between the schools and understanding between the cultures.

US Congressional Internship Program

Mitsubishi Electric America Foundation (MEAF) is providing support to the American Association of People with Disabilities (AAPD) based in Washington, D.C., for a special program called the Mitsubishi Electric America Foundation Congressional Internship Program, which provides summer internships on Capitol Hill to college students with disabilities. Now in its fifth year, the program has been responsible for "life-transforming" experiences by the students who have successfully completed the internships.



Education Support

Mitsubishi Electric has provided equipment to help modernize the information technology instruction resources of the Troitsk Lyceum of the Municipal Educational Establishment, located in the Moscow region of Russia. The school is legendary in the field of Russian physics, with graduates moving on to prestigious positions in Russian think tanks devoted to physics and mathematics, and even the leading research and development labs in all parts of the world.

Philanthropic Activities

Introduction



Mitsubishi Electric's Corporate Mission and Seven Guiding Principles form the Foundation of our Corporate Activities

Mitsubishi Electric Corporation and its employees support an extensive range of social programs inside Japan and abroad that are based on the company's corporate mission to promote the advancement of technology, deliver creative solutions and service, and contribute to the realization of an enterprising and more pleasant society.

Our three key areas of focus include social welfare, environmental preservation, and science & technology. We seek to expand opportunities to deepen our relationship with the people who live in the areas in which Mitsubishi Electric has a presence. The experience we have gained to date helps us grow and develop new capabilities, as we move forward toward the realization of our goal to create a more pleasant and caring society.

Emperor Showa Memorial Award for Blood Donation

Mitsubishi Electric's involvement in blood donation drives began at its Nagasaki Works plant in the 1950's and soon spread to all of its offices in Japan. In recognition of this long-term contribution to society and distinction in the promotion of blood donation awareness, in 2000 the Japanese Red Cross named Mitsubishi Electric the recipient of the Emperor Showa Memorial Award for Blood Donation. The award was presented at the 40th National Awards Ceremony for the Promotion of Blood Donation in Oita, Japan, which was attended by the Crown Prince, the honorary vice-president of the Japanese Red Cross Society, and Chikara Sakaguchi, Japan's Minister of Health, Labour and Welfare.



Helen Keller Achievement Award

Mitsubishi Electric was the first Japanese company to receive the Helen Keller Achievement Award, which honors the renowned activist's efforts to improve the lives and hopes of the visually impaired. It's awarded annually by the non-profit American Foundation for the Blind (AFB) to individuals and corporations that have contributed to the advancement of healthy living for the visually impaired and to visually impaired individuals who have built successful lives. The AFB commended Mitsubishi Electric and Electronics USA, Inc. through the Mitsubishi Electric America Foundation (MEAF) for the company's efforts and unique use of technology to improve the lives of young physically and mentally challenged individuals in the United States. MEAF itself has directly supported the AFB's internship program since 1991.



Philanthropic Activities

Foundations & Awards



▶ Foundations

Mitsubishi Electric foundations in the USA and Thailand are making a positive difference in the lives of many.

▶ [More](#)

▶ Philanthropic Awards

Prestigious awards that recognize Mitsubishi Electric for its philanthropic contributions throughout the world.

▶ [More](#)

▶ Awards Programs

Endowments and scholarships that motivate bright-minded students to excel in science and technology studies.

▶ [More](#)

Foundations & Awards

Making a Difference

Through special foundations established in the United States and Thailand, Mitsubishi Electric is engaged in activities at the local level to make a positive difference in the lives of those who need it most. These include university scholarships for promising young minds, programs to provide new opportunities to those with physical challenges, and more.

Mitsubishi Electric America Foundation

Established in 1991 with an initial endowment of 15 million US dollars, the Mitsubishi Electric America Foundation (MEAF) issues grants and implements a variety of programs throughout the United States that seek to use information technology to improve the lives of young Americans with physical or mental disabilities. These include support for professional internships that open doors to new opportunities and more fulfilling lives. MEAF also makes cash and material donations to victims of natural disasters such as Hurricane Katrina, which devastated the Gulf Coast region of the US in 2005. For more information, please visit MEAF.org.



Mitsubishi Electric Thai Foundation

Founded in 1991, the Mitsubishi Electric Thai Foundation (METF) supports the education of tomorrow's engineers by providing scholarships to engineering students at Thai universities. METF also provides special grants to grade schools recommended by the Thai Ministry of Education, which the schools use to buy feed and fertilizer with which to grow crops and cultivate livestock. The resulting provisions are then used to provide nourishing lunches to needy school children.



Foundations & Awards

Philanthropic Awards

Mitsubishi Electric has been on the receiving end of prestigious awards recognizing the company for its philanthropic contributions throughout the world. The company also maintains its own awards programs designed to inspire youth to venture down a path of excellence, achievement, and leadership.

2006 William Diaz Impact Award

The Disability Funders Network has bestowed upon the Mitsubishi Electric America Foundation (MEAF) the 2006 William Diaz Impact Award in recognition of the Foundation's significant contributions to improving the lives of people with disabilities. MEAF was nominated by officials of Project SEARCH, which is based at the Cincinnati Children's Hospital. The award comes at a time when MEAF is celebrating its fifteenth anniversary.



Helen Keller Achievement Award

Mitsubishi Electric was the first Japanese company to receive the Helen Keller Achievement Award, which honors the renowned activist's efforts to improve the lives and hopes of the visually impaired. It's awarded annually by the non-profit American Foundation for the Blind (AFB) to individuals and corporations that have contributed to the advancement of healthy living for the visually impaired and to visually impaired individuals who have built successful lives. The AFB commended Mitsubishi Electric and Electronics USA, Inc. through the Mitsubishi Electric America Foundation (MEAF) for the company's efforts and unique use of technology to improve the lives of young physically and mentally challenged individuals in the United States. MEAF itself has directly supported the AFB's internship program since 1991.



Eagle Award

Mitsubishi Electric U.S. companies -- along with MEAF -- were honored with the 2005 Eagle Award from Disability Rights Advocates (DRA), a US-based national disability rights law firm. The award recognizes the company's "outstanding efforts to advance the rights and opportunities of young people with disabilities." DRA officials singled out for praise the company's promotion of internships, job shadowing and mentoring opportunities for youth with disabilities, as well as company employees for their commitment to improving the lives of people with disabilities by undertaking community-based projects.



Emperor Showa Memorial Award for Blood Donation

Mitsubishi Electric's involvement in blood donation drives began at its Nagasaki Works plant in the 1950's and soon spread to all of its offices in Japan. In recognition of this long-term contribution to society and distinction in the promotion of blood donation awareness, in 2000 the Japanese Red Cross named Mitsubishi Electric the recipient of the Emperor Showa Memorial Award for Blood Donation. The award was presented at the 40th National Awards Ceremony for the Promotion of Blood Donation in Oita, Japan, which was attended by the Crown Prince, the honorary vice-president of the Japanese Red Cross Society, and Chikara Sakaguchi, Japan's Minister of Health, Labour and Welfare.



METI Award

At the 24th National Factory Greenery Promotion Conference held by the Japan Greenery Research and Development Center in 2005, six Mitsubishi Electric manufacturing facilities received the Economy, Trade and Industry Minister's Award for Outstanding Factory Greening. This award recognizes factories that have promoted greening activities and have shown distinguished environmental achievements inside and outside of factories.



Other Awards

Other awards Mitsubishi Electric has received over the years for its philanthropic related activities and programs include the Best of the Best Award in 1996, the Corporate Public Communication Award in 1993, and the Dole Foundation Leadership Award in 1992. In the US MEAF provided funding for a special website for the National Wildlife Federation (NWF) called [Happenin' Habitats](#), which received the 2005 Distinguished Achievement Award for Best Science Website from the Association of Educational Publishers.

Foundations & Awards

Mitsubishi Electric Awards Programs

Mitsubishi Electric is committed to fostering the natural curiosity of the young and helping them develop a lifelong love of learning through endowments for school prizes and scholarships that instill a passion for science and technology in junior-high and high school students, and university students.

Japan Student Science Research Prize

Junior-high and high schools throughout Japan compete for prizes and scholarships by conducting special research projects. The Prize plays a key role in supporting those students who will create the future of scientific advancement.

Japan Science Jamboree

A sub-event of the Japan Student Science Research Prize where junior-high and high school students participate in a science research camp.

Thai Engineer Scholarship

The [Mitsubishi Electric Thai Foundation](#) supports the education of tomorrow's engineers by providing scholarships to engineering students at Thai universities.

Spain Music Award

The annual Primer Palau Festival, sponsored by Mitsubishi Electric, gives up-and-coming musicians a chance to demonstrate their talents at the prestigious Palau de la musica catalana in Barcelona. Students compete in preliminary concerts and winners perform at a final concert and receive cash prizes as well as special recognition. Simply competing in Primer Palau is recognized as a major step towards a professional career in music.

Philanthropic Activities

Social Welfare



Helping People Live Fuller Lives

Mitsubishi Electric funds and supports social welfare programs in Japan and overseas designed to help people live fuller lives, and help them make meaningful contributions to their local communities.

SOCIO-ROOTS Fund

The SOCIO-ROOTS Fund is a philanthropic program designed to encourage Mitsubishi Electric employees to donate to causes important to them, and in a way that magnifies each individual's impact: Any contribution made by an employee is matched by the company, thus doubling the amount. The same applies to contributions to the Fund that come from the proceeds of company-sponsored events, such as community events, bazaars and other activities. The company matches those donations as well.



Since the fund's establishment in 1992, donations in excess of 400 million (almost US\$3.5 million) have been made to more than 860 groups. The fund is also used for quick response to disasters anywhere in the world, providing relief funds to victims of such disasters as the Niigata Chuetsu earthquake in Japan. SOCIO-ROOTS generated donations at Mitsubishi Electric in Japan and the US exceeding US\$1.2 million for the victims of the 9/11 terrorist attacks in the United States in 2001.

MEAF Fund

In the United States the Mitsubishi Electric America Foundation supports young people with special needs through matching grants and a gifts program that match the individual and company contributions of Mitsubishi Electric affiliates in the United States.



Bringing People Together

Mitsubishi Electric personnel coordinate activities designed to bring all types of people together in ways that make a lasting positive impact on individual lives. Such as a special performance by the world famous Canadian puppet troupe, Famous People Players, for children from homes for those with disabilities or juvenile care. The event was organized by the Mitsubishi Philanthropy Committee, which is composed of various members of the Mitsubishi Group of companies.



Liaison Council for Theatrical Presentations

The Mitsubishi Social Contribution Liaison Council is comprised of Mitsubishi Group corporations (including Mitsubishi Electric) that cooperate in the implementation of special programs that make a positive impact on society. Such as the Liaison Council for Theatrical Presentations ("Kangeki no Kai"), which in 2005 produced Short Stories, a pantomime performance by Teatoro Hugo and Ines from Peru. In attendance were 450 people, including children in foster care, children with hearing disabilities and residents of life-care support facilities in Japan.



Special Overseas Travel Support

The Mitsubishi Electric Inazawa Volunteer Club, comprised of staff members residing in the Inazawa region of Japan, supports overseas travel programs for individuals with disabilities and their caregivers, accompanied by Mitsubishi Electric employees.



Wheelchair Donations

Employees of the Hokkaido, Japan branch of Mitsubishi Electric participated in a drive to donate wheelchairs to the local welfare council through the collection and exchanging of pull-tabs from aluminum beverage cans. Other Mitsubishi Electric offices are also participating in the drive.





Spirit of Volunteerism

A thriving local community makes for a better quality of life for all who inhabit it. Mitsubishi Electric fosters a spirit of volunteerism in its employees all over the world, who are known for taking initiatives to coordinate and get involved in activities that lead to a closer -- and more meaningful -- relationship between company members and the local community.

▶ Americas	▶ Europe, Middle East & Africa
▶ Asia & Oceania	

Local Communities

Americas

United States

Congressional Internship Program

MEAF provides support to the American Association of People with Disabilities (AAPD) based in Washington, D.C., for a unique program called the Mitsubishi Electric America Foundation Congressional Internship Program. This program provides summer (8-week long) internships on Capitol Hill to college students with disabilities. Now in its seventh year, the program gives participants first-hand experience in how the Federal government works, and also educates members of Congress about the needs and abilities of people with disabilities. The program has been responsible for "life-transforming" experiences among the students, many of whom have changed their career goals to work in public service.



Left: President (then Senator) Barack Obama with 2008 MEAF Congressional intern Kevin Fritz.

Grants for Young People with Disabilities

Mitsubishi Electric America Foundation (MEAF) located in Washington, D.C., announced in January 2006 the awarding of a total of \$883,000 in grants nationwide for the continuation of existing as well as the launch of new projects that serve young people with disabilities. MEAF's mission is to help young people with disabilities maximize their potential for unfettered participation in society. The Foundation's "Inclusive Initiative" focuses on helping mainstream American organizations make their programs more accommodating of and attractive to disabled youth, while working to change attitudes among people without disabilities.



Project SEARCH

Project SEARCH is a unique program at Children's Hospital Medical Center in Cincinnati, Ohio, for training and placing young people with severe cognitive disabilities (including mental retardation) in careers in the healthcare and banking industries. Since 2003, the program has been able to sustain a 70 percent placement rate -- a phenomenally high rate for this population. A recent MEAF grant will extend the Project SEARCH program through at least 2009.



Disabled Sports USA

Disabled Sports USA is a Rockville, Maryland-based initiative that received a grant from MEAF for its innovative "If I Can Do This, I Can Do Anything!" program. The program is designed to train young, disabled veterans returning from the wars in Iraq and Afghanistan to serve as mentors to young people with disabilities. It uses sports as a way of developing skills and self-confidence, to help all participants make meaningful and fulfilling contributions to society.



Web Accessibility Initiative

As part of its "Inclusion Initiative" program, MEAF funded the creation of an award-winning Web site by the National Wildlife Federation (NWF) called Happenin' Habitats, which was viewed by some 500,000 students and educators. The Web site also made a profound impact on NWF personnel by exposing them to Web Content Accessibility guidelines, while promoting inclusive practices across programs.



Disaster Relief

After the Hurricane Katrina disaster that devastated the Gulf Coast region in 2005, Mitsubishi Electric employee volunteers mobilized to collect food, blankets, and other essential items to send to victims of the stricken region, while MEAF and Mitsubishi Electric Digital America (MDEA) facilitated the donation of 16 HDTVs to schools serving special-education students on the Mississippi Gulf coast. Total donations in cash and useful resources provided by Mitsubishi Electric US stands at \$120,000 to date, including \$10,000 that MEAF provided to the Disability Funders Network Disaster Relief Fund to assist people with disabilities affected by disaster, and \$43,747 in matching funds generated by MEAF's Starfish Matches program.



Local Communities

Europe, Middle East & Africa

- ▶ Czech Republic
- ▶ France
- ▶ Germany
- ▶ Italy
- ▶ Russia
- ▶ Spain
- ▶ United Kingdom

Czech Republic

Environmental Technology

Mitsubishi Electric Automotive Czech s.r.o., a maker of automotive equipment, takes a direct interest in the City of Slany, where it resides. The company has installed equipment that breaks down 98 percent of the volatile organic compounds (VOCs) that arise from the silicon coating process of engine control units, and renders them into harmless carbon dioxide and water safe for release into the atmosphere.



Donations and Volunteering

The company's acts of corporate social responsibility extend to the donation of clothing and safety shoes to a local facility for children with disabilities, and its employees get involved in local social events such as fireworks festivals, music concerts and more.

France

Assisting People in Need

Mitsubishi Electric Europe, B.V. (French Branch) provides financial and material support to organizations that exist to improve the lives of those in need. This includes E.L.A., a European association of parents and patients who unite against genetic muscular dystrophy, a disease that gradually paralyzes vital functions. Another is Fondation pour l'Enfance, which is dedicated to the improvement of child protection in France and other countries through specific training and actions, and whose president is Mrs. Giscard d' Estaing, wife of the former French president.



The Magic of Christmas

Mitsubishi Electric participated in special ceremonies in December, 2007, in celebration of the 30th anniversary of Fondation pour l'Enfance, which included conferences hosted by journalists to outline pressing issues related to child protection and care. Employees pitched in to organize a special operation called the "Kuma-chan Christmas," where employees purchased a bear character toy named Kuma-chan for the symbolic price of 5 euros, after which the company donated 15 euros to the Foundation for each Kuma-chan sold. Upon sales of 150 Kuma-chan dolls, the company donated a total of 3,000 euros to the Foundation for Christmas.



Supporting Young Artists

People with the ability to enchant our lives with music deserve encouragement, support and musical career opportunities. That's why Mitsubishi Electric has formed a unique association with INTRADA, an independent production label whose main objective is to discover young talented musicians and give a boost to their careers. Mitsubishi Electric sponsors production of one CD a year by a promising young musical artist and organizes a prestigious concert that brings together appreciators of great music and talented individuals.



Supporting Employee Initiatives

The Finance and IT departments of Mitsubishi Electric Europe, B.V. (French Branch) fosters the volunteer spirit of its employees by awarding a special "Mr ECO" trophy to the employee who suggests the best idea for positive action on behalf of the environment. Other departments are involved in not only environmental related initiatives, but others, as well. In 2007 the Visual Information Systems department funded Plongeurs du Monde, an association that contributes to the protection of the natural undersea world. In 2006 the Automotive department supported 10 trips to Canada for the G.A.I.F. theater company (Groupement des Aphasiques d'Ile de France), an association that helps victims of aphasia (or aphemia), which is a loss of the ability to produce and/or comprehend language due to injury to brain areas specialized for these functions.



Germany

Sozial Mobil

Mitsubishi Electric Europe, B.V. (German Branch), located in Ratingen (near Dsseldorf), supports the Helen Keller School for children with disabilities by providing funding for a "Sozial Mobil" (social mobile) van for transporting pupils to school facilities and special outings. In August 2005 Mitsubishi Electric sponsored a "Smithy for Children" event at a street festival in Ratingen that gave kids a chance to learn about this traditional art.



Public Service Communications

Mitsubishi Electric has provided support for the German civil defense organization THW (German Federal Agency for Technical Relief) by sponsoring an advertisement that helps underwrite costs of this important THW publication. The German Branch has also provided sponsorship for a publication distributed throughout Germany that highlights the special relationship between Japanese companies and the city of Dsseldorf, a business metropolis on the Rhine that's known as Japan's economic nerve center in Europe.



Exchange Program

Mitsubishi Electric German Branch has made donations to the Technical Academy in Aachen, Germany, to help support a regular exchange of students between the Academy and the Polytechnic University of St. Petersburg, Russia. In 2005 a group of about 20 students from each country participated in the exchange, which included special workshops and a culture program designed to improve cooperation between the schools and understanding between the cultures.



New Year's Run

At the beginning of each year the city of Ratingen organizes the "New Year's Run," where citizens and companies based in the city are invited to participate. The German Branch traditionally takes a key sponsorship role in the event and fields its own team, too.



Italy

Science and Technology Education

Mitsubishi Electric Europe, B.V. (Italian Branch) has become an official science and technology partner of the National Museum of Science and Technology "Leonardo da Vinci" in Milan. A long-term educational project is underway that's designed to motivate students of primary and secondary schools to take a serious interest in science and technology. In October 2005 an opening ceremony was held for a new permanent exhibit area at the museum dedicated to robotics, in which Mitsubishi Electric factory robots are integrated into special exhibits that include reproductions of technological ideas dreamed up more than 500 years ago by the great Leonardo da Vinci. Called Progetto EST (Education to Science and Technology), the project's goal is to be the biggest exhibit area in a European museum dedicated to robotics.



Russia

Education Support

Mitsubishi Electric has provided equipment to help modernize the information technology instruction resources of the Troitsk Lyceum of the Municipal Educational Establishment, located in the Moscow region of Russia. The school is legendary in the field of Russian physics, with graduates moving on to prestigious positions in Russian think tanks devoted to physics and mathematics, and even the leading research and development labs in all parts of the world.



Spain

Primer Palau Festival

For several years Mitsubishi Electric Europe, B.V. (Spanish Branch) in Barcelona has been supporting promising young musicians through sponsorship of the annual Primer Palau Festival, an event that gives up-and-coming musicians a chance to demonstrate their talents at the prestigious Palau de la Música Catalana in Barcelona, one of the world's leading concert halls and a UNESCO World Heritage Site. Students compete in preliminary concerts and winners perform at a final concert and receive cash prizes. In actuality, all participants are winners, because simply competing in Primer Palau is recognized as a major step towards a professional career in music.



United Kingdom

Health and Education Support

In the United Kingdom Mitsubishi Electric has provided a number of foundations, institutes and other organizations with donations to help them continue making important contributions to society in the fields of health and education. These include Meningitis Research Foundation, Elizabeth House Care Home, St Bernadette R/C School, St John's Ambulance, Chestnut Tree House Children's Hospice, Great Ormond Street Hospital, Watford Fuller Foundation, Cancer & Leukaemia in Children, Cystic Fibrosis Trust, The Anthony Nolan Fund, East Grinstead Citizens Advice Bureau, Grove House, Royal Air Force Benevolent Fund, Isobel Hospice, Hatfield & District Age Concern, Alzheimer's Society Welwyn & Hatfield Branch, and others.

Local Communities

Asia & Oceania

- ▶ Australia
- ▶ Indonesia
- ▶ Japan
- ▶ Taiwan
- ▶ Thailand

Australia

Rugby Sponsorship

Mitsubishi Electric Australia Pty. Ltd. supports the local community and promotes wholesome development of youth through sport by sponsoring the popular Bulldogs Rugby League Club of Canterbury, an Australian Rugby League team with a proud -- and winning -- history that goes all the way back to 1935.



Breakfree Foundation

Mitsubishi Electric is a gold sponsor for Breakfree Foundation, which provides educational and support programs for the prevention of drug and alcohol abuse among youth in the community. Breakfree works closely with schools, businesses and community organizations, and Mitsubishi Electric's support helps fund the creation of presentations to increase awareness of drug and alcohol abuse.



Indonesia

Education & Clean Environment Empowerment

PT Mitsubishi Jaya Elevator and Escalator, a Mitsubishi Electric Group company based in Jakarta, Indonesia, strives to make positive contributions to the local community and environment. In celebration of the company's 11th anniversary in 2007, employee volunteers enacted a special program based on the theme, "education and clean environment empowerment" in the surrounding area of its factory in Karawang and Jatiluhur, West Java Province. A 350-strong contingent of employees mobilized to donate desks and other resources to a local primary school in Margamulya Village, Karawang, and install dozens of waste bins in various locations throughout the beautiful Jatiluhur Recreational Park and Water Dam Complex.



Japan

Total Care Assistant Dog Center

The SOCIO-ROOTS Fund has made contributions to the Total Care Assistant Dog Center in Atsugi City, Kanagawa Prefecture for raising and training dogs that give physical and psychological support to people with disabilities.



MV Club Activities

The Mitsubishi Electric Nakatsugawa Volunteer Club in Japan, known as the MV Club, helps out at nursing facilities in the local area during summer festivals. Recently more than 30 employees from three facilities set up and maintained booths with popular treats for festival goers.



Apple Donations

Mitsubishi Electric's Nagatsugawa Works Iida Factory in Japan is the home of an apple orchard that employees harvest each year; the harvested apples are presented to social welfare facilities in Iida City.



Kyoto Festival

Held every November since 1992, this city festival in Kyoto (Nagaoka Kyo) is based on the theme of Garasha Hosokawa's famous "Tale of Love and Emotion." About a hundred Mitsubishi Electric company volunteers participate in the festival every year.



Taiwan

Skyscraper Mounting for Breast Cancer Awareness

Employee volunteers from Mitsubishi Electric Taiwan Co. Ltd. hosted an event with special activities to support a Breast Cancer Awareness Campaign, including a "Skyscraper Mounting" activity to climb the 1006 steps to the top of the Shin Kong Skyscraper in Taipei. All participants succeeded in making the climb to the top and increased their awareness of this important issue related to women's health.



Angel Heart Charity Concert

Mitsubishi Electric, the Mitsubishi Group and other local companies related to Mitsubishi in Taiwan cooperated in sponsoring a special "Angel Heart Charity Concert" in March, 2007 to raise money for children with disabilities. Two orchestras -- Orchestra Pletro from Japan and the Angel Heart Orchestra from Taiwan -- performed at the event, which attracted an audience of 800 and helped raise awareness by all participants of the good that can be done by taking a proactive approach to corporate philanthropy.



Thailand

Support Program for Grade School Lunches

The Mitsubishi Electric Thai Foundation annually grants 30 grade schools recommended by the Thai Ministry of Education a sum of 10,000 baht each for use in the buying of feed and fertilizer with which to grow crops and cultivate livestock. These provisions are then used to provide nourishing lunches to schoolchildren in need. The program was begun in 1999.



Philanthropic Activities

Environmental Preservation



Focusing on the Environment

Mitsubishi Electric was early to start focusing on environment-related responsibilities. Back in 1960 the company started implementing manufacturing processes that consciously strived to reduce waste. Over the subsequent decades Mitsubishi Electric developed purification and recycling technologies that we not only use ourselves, but also make available to other manufacturers. For more information on Mitsubishi Electric's environmental policies, practices and products, [click here](#).

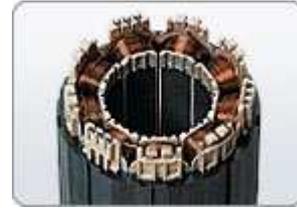
The 3Rs

Our mantra is Reduce, Reuse, Recycle. We put these "3Rs" into practice every day, at every level of the company. And on a global scale, too. It starts with internal communications designed to ensure not only that each individual employee is mindful of environmental concerns on a daily basis, but that the company diligently maintains its ISO qualifications. It continues with product design and development processes that cut waste and reduce energy needs, with manufacturing processes that meet or exceed RoHS and other regulations, and with logistics initiatives that reduce harmful effects on the environment during product distribution. And it results in products that consist of energy-efficient components and in some cases 100 percent recycled plastics, as well.



Eco-Products

Mitsubishi Electric is at the forefront of the manufacturing of eco-products, or products that conform to environmental standards or contribute to environment conservation. Like air conditioners that save energy and reduce impurities in the air of indoor environments. New compact electric motor technologies that are highly efficient. Combination washer-dryers that reuse heat generated during the drying process. Machine-room-less elevators that save energy and building space. Photovoltaic panels and complete solar solutions for homes and businesses that allow the reselling of excess energy back to the local power grid. Highly efficient mini-hydroelectric generators that can produce electricity from the water flow of small rivers. And much, much more. The stated goal of the entire group of Mitsubishi Electric companies is to develop and introduce to various markets eco-products and hybrid eco-products with improved eco-efficiency that reduces negative environmental impact throughout the entire product lifecycle.



A Socially Responsible Investment

Mitsubishi Electric's environment preservation activities have gained the attention of organizations around the world that believe that environmental sustainability is not just a moral imperative by individuals and corporate entities, but simply makes good business sense. Portfolio 21, a global mutual fund that invests in companies making real contributions to a sustainable future, has rated Mitsubishi Electric number four in its Top 10 "Green" Companies of 2005.



Hyper Cycle Systems

The Electric Household Appliance Recycling Law that went into effect in Japan in April 2001 emphasizes the importance of creating a sustainable society -- that is, a society that effectively utilizes regenerated resources made from materials such as metal and copper retrieved from used home appliances. Mitsubishi Electric established Hyper Cycle Systems Co. as a means to achieve that goal. Hyper Cycle Systems accepts a variety of appliances, breaks them down, and processes the resulting materials into reusable resources. As the company's experts continuously improve the efficiency and reliability of the recycling process, they provide manufacturers with qualitative feedback that can be put to immediate use -- especially during the new product design phase, in order to devise products that can be more easily recycled.



The Mitsubishi Medaka

The old River Matsumoto in Fukuoka, Japan, famed for its abundant killfish ("medaka") that thrive and multiply every spring, runs right through a Mitsubishi Electric factory site, and draws its waters from rains and resulting runoff, as well as drain water flow from the factory. Yet the waters remain so pure that every spring local inhabitants enjoy the riverbanks that fill with field horsetails and the abundance of killfish that have come to be known as the "Mitsubishi Medaka." The company takes great pride in this living testimony to its environmentally responsible manufacturing efforts.



Itami Cleanup Campaign

In Itami, Japan, home to one of Mitsubishi Electric's factories and numerous employees, company volunteers come together each month to pick up litter and debris in the area between the factory and the nearest station. Their efforts have been recognized by the local government, which bestowed them with the Amagasaki City Community Service Award.



Mount Fuji Afforestation Project

Volunteers from Mitsubishi Electric participated in a special project to replant saplings on the majestic Mt. Fuji in Shizuoka, Japan, in places where trees had been uprooted by devastating typhoon winds. Employees and their family members and friends joined others in replanting seedlings, clearing brush, attending educational sessions and sharing food and drink.



Award for Cherry Tree Planting Activities

The cherry tree raising society of Zugaike Park (Itami City, Japan) is comprised of local associations, independent study group leaders, and employees of Mitsubishi Electric. At the 29th National Tree-Care Festival held at Hyogo Prefecture's Arima Fuji Park in 2005 and attended by the Crown Prince of Japan, the group received a merit award in recognition of its greenery promotion activities over the previous 20 years.



Philanthropic Activities



Advancing Science and Technology

The fields of scientific research and technological development literally form the backbone of the modern world. And Mitsubishi Electric is a major driving force in the development and application of technologies that turn bold new ideas into the things that make the modern world work. The company's philanthropic activities include programs designed to create the leading lights of tomorrow by motivating the youth of today to develop a genuine interest in science and technology.

Robotics Exhibition in Italy

Mitsubishi Electric is an official science and technology partner of the National Museum of Science and Technology "Leonardo da Vinci" in Milan, and has provided factory robots for a permanent exhibit that includes reproductions of technological ideas created by Leonardo da Vinci. A long-term educational project is underway that's designed to motivate students of primary and secondary schools to take a serious interest in science and technology.



IT Education Support in Russia

Mitsubishi Electric has provided equipment to help modernize the information technology instruction resources of the Troitsk Lyceum of the Municipal Educational Establishment, located in the Moscow region of Russia. The school is legendary in the field of Russian physics.



Japan Student Science Research Prize

Mitsubishi Electric's Japan Student Science Research Prize plays a key role in supporting the bright young minds of today who will create the future of science. Junior high and high schools throughout Japan compete for prizes and scholarships through hands-on development of research projects.



Japan Science Jamboree

A key component of the Japan Student Science Research Prize, the Japan Science Jamboree is a science research camp attended by participating junior high and high school students.



Germany-Russia Exchange Program

Mitsubishi Electric has made donations to the Technical Academy in Aachen, Germany, to help support a regular exchange of students between the Academy and the Polytechnic University of St. Petersburg, Russia. In 2005 a group of about 20 students from each country participated in the exchange, which included special workshops and a culture program designed to improve cooperation between the schools and understanding between the cultures.





Cultural Exchange and Sports Events

Activities that bring people together to share and celebrate cultural differences, or to engage in the shared experience of sports events, serve to break down the barriers of language and culture that separate people. Mitsubishi Electric supports such activities as an important part of its philanthropic responsibilities.

Music in Spain

Mitsubishi Electric is honored to be a member of the Foundation Orfeo Català Palau de la Música, which owns the prestigious Palau de la Música Catalana concert hall in Barcelona. This hall, with its unique architecture, is the site of the annual [Primer Palau Festival](#) sponsored by Mitsubishi Electric, where promising young musicians are given an opportunity to perform in front of an audience as a major step towards a career in music.



Ice Skating Program

Ice skating both strengthens the body and helps in developing a sense of balance. Mitsubishi Electric America Foundation supports special skating activities for people with physical impairments. Volunteers take to the ice with physically impaired people using specially designed equipment such as walkers and harnesses.



Basketball Clinic

Mitsubishi Electric's company basketball teams in Japan -- including the scrappy Melco Dolphins -- typically compete in the top class of the Super League and the Emperor's Cup & Empress's Cup All Japan Basketball championships. The company also regularly dispatches players and coaches to grade and junior high schools throughout the country to assist in basketball training clinics. This program is designed to widen the popularity of basketball as a sport throughout Japan.



Australian Rugby

Mitsubishi Electric supports the local community and promotes wholesome development of youth through sport in Australia by sponsoring the popular Bulldogs Rugby League Club of Canterbury, an Australian Rugby League.



German Marathon

Mitsubishi Electric takes a key sponsorship role in the annual New Year's Run in the city of Ratingen, Germany (near Dusseldorf), and even fields its own team.



Disabled Sports USA

Mitsubishi Electric America Foundation supports Disabled Sports USA, a Rockville, Maryland-based initiative that trains young, disabled American veterans returning from the wars in Iraq and Afghanistan to serve as mentors to young people with disabilities. The program uses sports as a way of developing skills and self-confidence, to help all participants make meaningful and fulfilling contributions to society.



Special Music Performances

In 1973 the Easy Listening Club ("Koryokai") jazz band was established as a part of culture and sports activities by Mitsubishi Electric employees in the Itami region of Japan, in order to make social contributions through musical performances. The band gets regular requests to hold performances at nursing home facilities and to make special appearances at various regional activities, including an interactive carnival held at a sheltered workshop for people with mental disabilities.



Tennis Clinic for High School Students

The Mitsubishi Electric tennis team is an active member of the Japan tennis league, which includes world-class professional players. Making use of factory site tennis courts, professional players and Mitsubishi Electric tennis team members recently held a tennis clinic for 100 public high school students in the Kamakura Area, giving them an opportunity to improve their tennis skills and participate in other exciting activities.



Summer Badminton Clinic

The badminton club at the Itami City, Japan office recently organized a badminton clinic for public junior high school and high school students, which included instruction by coaches and professional players from the Japan League and attended by the town mayor.



Weekend Table Tennis

Employees belonging to the Mitsubishi Electric Table Tennis Club in Nagasaki, Japan teach table tennis at junior high schools in the community on Saturdays, Sundays and holidays. These dedicated volunteers begin teaching children with no table tennis experience the basics and help them master advanced skills, too. Parents and coaches share the pleasure of attending special tournaments to see how much the children's skills have improved.





There When People Need Us the Most

When disaster strikes, quick response means the difference between life and death. And for victims, suffering and inconvenience can last a lifetime. Mitsubishi Electric has been increasing its philanthropic aid to areas afflicted by natural disasters like earthquakes, inclement weather, and more. These include direct financial and material contributions by the company, financial contributions by individual employees with matching funds provided by the company through [SOCIO-ROOTS](#), and volunteer efforts by individual employees.

Sichuan (China) Earthquake

In direct response to the devastating earthquake that struck Sichuan and neighbouring provinces in China on the afternoon of May 12, 2008, Mitsubishi Electric Group companies donated approximately 50 million yen to aid and support the victims of this tragic disaster. The earthquake claimed more than 69,000 lives, and damage is still extensive in the afflicted areas. Mitsubishi Electric worked fast to provide funds to help in the immediate aftermath of the quake.

Hurricane Katrina

In late August 2005 a major storm surge caused by Hurricane Katrina wreaked havoc along the coastlines of Louisiana, Mississippi, and Alabama in the United States. The levees separating Lake Pontchartrain from New Orleans were breached and about 80 percent of the city went underwater. More than 1,400 people have been confirmed dead and another 3,200 remain unaccounted for, possibly swept out to sea. Thousands more were evacuated from New Orleans and other areas to various shelters and homes throughout the United States.

Mitsubishi Electric's Hurricane Katrina disaster relief efforts have included donations by individuals along with matching funds by the MEAF's [Starfish Matches](#) program, generating more than \$43,000 for victims. MEAF also gave \$10,000 to the Disability Funders Network Disaster Relief Fund to assist people with disabilities affected by disaster. MEAF and [Mitsubishi Digital Electronics America](#) representatives helped facilitate the donation of 16 HDTVs to go to schools serving special-education students on the Mississippi Gulf coast. In addition to such cash and materials donations, employee volunteers collected food, blankets, and other essential items to send to the stricken region.

"I learned about your generous contributions to help the victims of Hurricane Katrina. I appreciate your efforts, and our whole Nation is grateful for your kindness... The good works of Mitsubishi Electric demonstrate the character and great strength of our Nation."

US President George W. Bush
October 20, 2005

Asian Tsunami

On December 26, 2004, a massive undersea earthquake lasting more than ten minutes occurred off the coast of Sumatra, Indonesia in the Indian Ocean, resulting in a devastating tsunami that killed more than 280,000 people, making it one of the most deadly disasters in modern history. More than 1.1 million people were displaced from their homes, and countries affected included Indonesia, Sri Lanka, India, Thailand, the Maldives, Somalia, Myanmar, Malaysia, Seychelles and others. Many tourists were also affected, and countries like Sweden and Germany lost over 500 citizens in the disaster. The outpouring of humanitarian relief was unprecedented, and various Mitsubishi Electric group companies around the world as well as the Mitsubishi Electric America Foundation made donations totaling 50 million yen to such relief organizations as the Thai Red Cross Society, American Red Cross Society, British Red Cross Society, and others.

Benefit Concert for Sumatra Earthquake Victims

The 2004 Indian Ocean Earthquake off the coast of Sumatra, Indonesia motivated an outpouring of relief from all over the world. At a Mitsubishi Socio-Tech Wind Orchestra concert at Japan's Kamakura Performing Arts Center soon after the tragedy, audience donations were collected and passed along to the Japanese Red Cross Society.

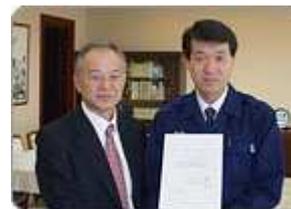


Chuetsu (Japan) Earthquakes

The Mid Niigata Prefecture Earthquake of 2004, also known as the Chuetsu Earthquakes, was a series of earthquakes that rocked Niigata, Japan on October 23, 2004, with magnitudes reaching 6.9 on the Richter scale. More than 3,000 injuries were reported, dozens of people lost their lives, and thousands had to be evacuated from their homes. The earthquakes caused much damage to property and municipal facilities, and even derailed a Shinkansen (Bullet train) for the first time in its history. Mitsubishi Electric donated 51 million yen to social welfare facilities as well as various relief efforts.

Get-Well Fund for Chuetsu Earthquake Victims

On October 23rd, 2004 a major earthquake struck the Chuetsu area of Japan, leaving devastation in its wake, killing dozens, and injuring thousands. Mitsubishi Electric's relief efforts included the donation of 10 million yen and hundreds of kerosene fan heaters to the Niigata Prefecture Office of Disaster Countermeasures. In addition, the Mitsubishi Electric SOCIO-ROOTS Fund contributed 23.48 million yen, including 11.74 million yen collected through employee donations.



Aid to Fukuoka Earthquake Victims

On March 20, 2005, a powerful earthquake struck the west coast of Fukushima Prefecture in Japan, injuring hundreds and forcing a number of victims to move to temporary housing on Genkai Island due to the resulting devastation. Mitsubishi Electric made monetary donations and provided commodities like washing machines and materials like helmets, blankets and drinking water to the Fukuoka City government.



September 11, 2001

The terrorist attacks in the United States that occurred on September 11, 2001 motivated an outpouring of volunteer efforts by employees of Mitsubishi Electric group companies. Mitsubishi Electric Power Products in Pennsylvania made an initial contribution of \$100,000 to create the Heroes of Flight 93 Memorial Fund to honor the 33 crew and passengers of the doomed United Airlines flight with a memorial at the crash site in Somerset, Pennsylvania.



An employee matching gift program helped generate additional dollars for the Fund. Employees of Mitsubishi Electric Automotive America in Ohio created and sold patriotic pins, buttons and shells and donated the proceeds to American Red Cross Relief efforts.

Employees of other group companies threw potluck and pizza fundraising lunches, and others sold ribbons and flags to raise money. In an effort to encourage blood donations at all US locations, the Mitsubishi Electric America Foundation matched every blood donation with \$10 for the American Red Cross. Mitsubishi Electric in Japan applied the matching gift system of SOCIO-ROOTS to match cash contributions made by individual employees in Japan. Altogether, donations at Mitsubishi Electric in the US and Japan exceeded US\$1.2 million.

Philanthropic Activities



May 2008	Sichuan (China) Earthquake Relief Efforts
Aug 2006	Java (Indonesia) Earthquake Relief Efforts
May 2006	Received William Diaz Impact Award
Oct 2005	Hurricane Katrina Relief Efforts
Jan 2005	Asian Tsunami Relief Efforts (off the coast of Sumatra)
Nov 2004	Chuetsu (Japan) Earthquake Relief Efforts
Jul 2004	Received the Emperor Showa Memorial Award for Blood Donation (Japanese Red Cross)
Aug 2002	Completed construction on the Qinghai Prefecture Information Center, a joint project with the Qinghai Province government in China
Sep 2001	Volunteer and other assistance following terrorist attacks in the United States (Received letters of recognition by the U.S. President, the Red Cross and other organizations)
Dec 2000	Sign language volunteer club ("Yuwa Dia-Club") for Mitsubishi Group company employees started at Mitsubishi Electric headquarters
Sep 2000	Received Japanese Red Cross Society Konju Hosho Medal
May 2000	Received Helen Keller Achievement Award (Mitsubishi Electric and Electronics USA, Inc.)
Jun 1999	NPO Summer Fest
Jan 1999	Mitsubishi Electric Thai Foundation Elementary School Lunch Support Program launched
Jun 1998	Mitsubishi Electric Gunma Volunteer (MGV) Club started
Sep 1996	"Best of the Best" Award from Environmental Protection Agency (EPA)
Apr 1996	Health Care and Volunteer Holiday Initiative launched
Apr 1996	Mitsubishi Electric Inazawa Volunteer (MIV) Club started
Aug 1995	First International Exchange for Visually Impaired People of Japan and South Korea
Oct 1994	First Red Cross Seminar by the Central Community Chest of Japan
Apr 1994	Nakatsugawa Volunteer Club (MV Club) started
Jul 1993	Corporate Communication Advertising Award from the Keizai Koho Center (Japan Institute for Social and Economic Affairs)

Apr 1992	Matching Gift Program SOCIO-ROOTS Fund launched
Dec 1991	Mitsubishi Electric Thai Foundation established
Feb 1991	Mitsubishi Electric America Foundation established
Sep 1990	Mitsubishi Electric Philanthropic Committee established