

Mitsubishi Electric Outdoor Classroom

Mitsubishi Electric Outdoor Classroom is one of the directives of “fostering environmental awareness” aimed at the realization of a society in tune with nature. These classrooms utilize nearby natural habitats and provide an opportunity for participants and classroom leaders alike to experience nature.

Contemplating the Necessity of Preserving Nature and Taking Action

The Mitsubishi Electric Group is developing personnel who contemplate what is necessary to preserve nature and then take action themselves; in other words, people who are environmentally aware. We want participants to get in touch with nature so that they can realize the impact humans have on nature, increase their awareness of the importance of preserving nature, and take action to reduce their environmental load as much as possible (see the figure on the right). Biodiversity is essential to the continuation of our business activities. On the other hand, our activities—such as consuming various resources, discharging chemical substances, and producing waste—place a burden on ecological systems on a daily basis. We must be aware of this and contribute to reducing the negative impact on the water, air, and soil, in addition to reducing our environmental load and helping to improve the environment through our products.

The foundations of environmental awareness are strengthened deeply and strongly through “fully experiencing nature with the five senses.” The Outdoor Classroom is our initiative to allow ourselves, together with our employees, their families, and local communities, to discover ecology (relationships among living creatures) through experiencing nature. Preserving nature cannot be achieved by the Mitsubishi Electric Group alone. Therefore, it is vital that environmental awareness is spread to various groups of people. Since the program began in October 2006, the Outdoor Classroom has been playing a role as an opportunity for contributing to society and the environment, and has acted as a forum for communication within each region.



Illustration prepared while referring to a pamphlet introducing the Japan Association for the Promotion of Outdoor Life

Features of the Mitsubishi Electric Outdoor Classroom Employees Responsible for Planning and Managing Programs

In the running of Mitsubishi Electric Outdoor Classrooms, a lot of emphasis is placed on the employees “doing it for themselves.” The programs are planned by Group employees who have completed an Outdoor Classroom Leader Development Course, who serve as “Outdoor Classroom leaders.” The choice of fields, the ways in which nature is experienced, and the timing (season) of the classrooms are all at the discretion of these leaders. The leaders utilize the emotional experiences and discoveries gained through their development course and compile a program of their choice utilizing their own creativity. Mitsubishi Electric also involves the cooperation of local key persons, NPOs, and so on to ensure that our outdoor classrooms leave an even deeper impression on the participants. There are as many variations of the Outdoor Classroom as there are leaders.

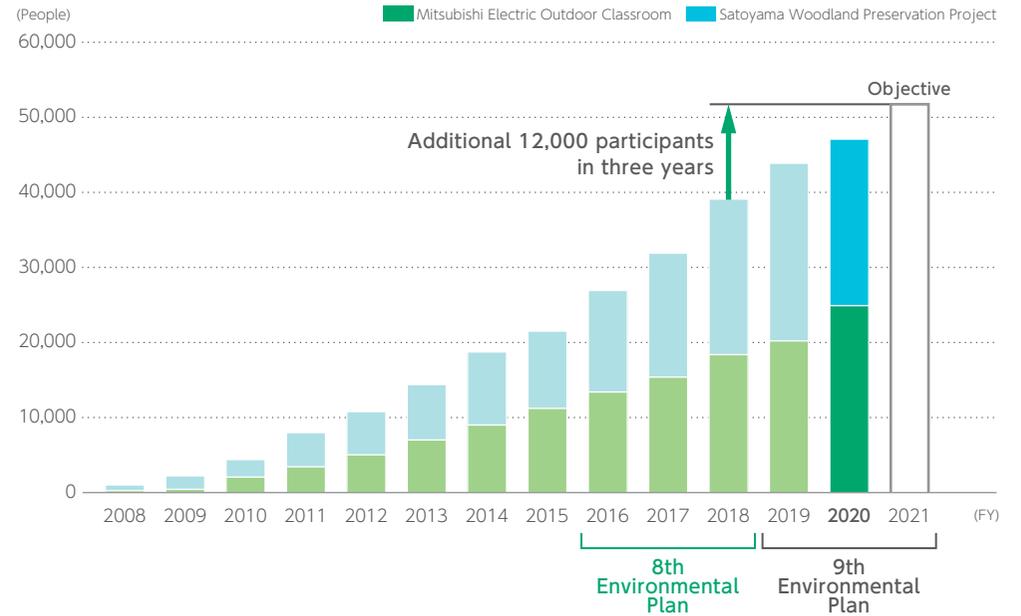
Turning Fields near Business Sites into “Classrooms”

Outdoor classrooms are held in various locations, including mountains, forests, parks, seashores, rivers, rice fields and farms. The outdoor classroom leaders throughout Japan make the neighboring natural habitat their classroom. Occasionally, they may also use the grounds of the business site itself as a classroom. Each location has its own unique fauna, flora, sounds, and smells. Mitsubishi Electric Outdoor Classrooms provide an opportunity for children and adults alike to experience the workings of nature and make various discoveries through their own five senses.

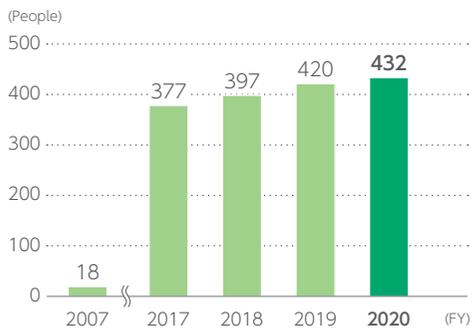
Objectives of the 9th Environmental Plan (Fiscal 2019–2021) and Results of Fiscal 2020

With the 9th Environmental Plan (fiscal 2019–2021), our objective was to continue the “Mitsubishi Electric Outdoor Classrooms” and “Satoyama Woodland Preservation Project,” aiming to surpass the 51,000 mark in total participants by the end of fiscal 2021 by achieving an increase of 12,000 participants from March 2018. With 4,070 people taking part in fiscal 2020, the total number of participants to date has reached 47,808.

Total Number of Participants in the Mitsubishi Electric Outdoor Classroom and Satoyama Woodland Preservation Project (Results)



Result of Fostering Leaders for Outdoor Classroom (Cumulative Total)



Numbers of Mitsubishi Electric Outdoor Classrooms Held

