

Tokyo Office and Mazda R&D Center Yokohama (Tokyo Metropolitan Area and Kanagawa Prefecture)

Under the slogan of “One Metropolitan Area,” since FY March 2013 Tokyo Office and Mazda R&D Center Yokohama (MRY) have strengthened their mutual coordination and continued to participate in unique social contribution activities. It is characteristic of Tokyo Office and MRY to conduct socially beneficial activities in collaboration with Mazda vehicle owners. The coordination between Tokyo Office and MRY has begun to produce positive effects, as exemplified by the increase in the number of employees at Tokyo Office who work as volunteers.

Greening Activities in Collaboration with Communities Environment Community

Objective: To contribute to the preservation of biodiversity, harmonious coexistence with local communities, and community activities

Initiatives: Mazda has supported the Keihin Afforestation Project*¹ promoted by Yokohama City.

In June 2009, MRY transplanted indigenous wild water plants to create a biotope based in a pond on the premises. By creating habitats for aquatic life including dragonflies, MRY strives to restore natural environments and increase the amount of greenery. MRY has also been participating in a collaborative project*² implemented by companies, citizens, local governments, specialists and students, entitled “How Far Does a Dragonfly Fly?” Since 2004, MRY has been conducting surveys of dragonflies, tracking the conditions of their arrival.*³

FY March 2017 Results:

- August: MRY cooperated in conducting a three-day study of dragonfly flight patterns. (In the study, investigators visually checked and caught dragonflies to trace their species, condition of arrival, and travel between survey points. After the survey, the caught dragonflies were released.)
- September: MRY held an event about observing living things. Participants observed aquatic life, and learned what kind of dragonflies emerge from the larvae in the future (15 participants including children and their parents) **a**
- September to November: MRY cooperated in activities of the Student Working Group of the “How Far Does a Dragonfly Fly?” Forum. Small biotopes were created using vinyl pools in two locations with different environmental conditions in the MRY premises, to study dragonfly flight patterns

Participation in Community Events and Cleanups Environment Community

Objective: To contribute to community revitalization and beautification through cooperation for community events and participating in community cleanups

Initiatives/FY March 2017 Results:

- January: Mazda supplied two parade vehicles for the opening parade of the Tokyo Fire Department’s New Year ceremony **b**
- Throughout the year: Mazda employees worked on periodical cleanups around MRY during break times. A total of 58 employees participated.

Hosting Tours at Mazda R&D Center Yokohama Human resources Community

Objective: To contribute to human resources education provided by schools in local communities

Initiatives: In response to requests from local communities, since its establishment in 1987, MRY has accepted tours to observe the Center, serving as an extracurricular lesson or social study class needed from universities, etc.

FY March 2017 Results:

60 local high-school and university students visited MRY. **c**

Persons in charge of promoting social contributions at Tokyo Office and Mazda R&D Center Yokohama



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a Observation of aquatic life in the biotope



Keihin Afforestation
Project logo

b New Year parade of the Tokyo Fire Department



c Visitors touring MRY



*¹ In Yokohama City, the Keihin Afforestation Project has been carried out since 2005. This project regards the green spaces on corporate properties and the facilities open to the public in the Keihin District (Tokyo-Yokohama) as important regional assets, and aims to increase and use these assets including public green spaces and waterfronts so as to build forests in this district and pass them on to future generations, through joint efforts by companies, citizens and local governments.

*² By surveying the growth and migration status of dragonflies, which serve as an indicator for the abundance of greenery, the project is intended to verify that company green spaces play important roles as habitats for various life forms. The results of ten-year surveys conducted under this project indicate that company green spaces play a role similar to that of *satoyama* (managed woodlands or grasslands near human settlements) (from a report, around 10-year record of Keihin Afforestation linked together by dragonflies, issued in March 2013).

*³ The MRY biotope pond was highly appreciated for being inhabited by a large variety of living things because the pond is broad, evenly shallow, sunny, isolated and untouched.

Interaction with Children through Automobiles Safety Community

(Let's Feel the Joy of a Convertible! 2016 / Tokyo Santa Project / Santa's Come to Town! 2016)

Objective: To communicate the joy of automobiles to children in orphanages and deepen interaction with them, and to help raise traffic safety awareness in the local community

Initiatives: As part of their social contribution activities, Mazda employee volunteers, jointly with Mazda vehicle owners, participate in projects designed for children residing in child welfare institutions in Tokyo metropolitan area.

One of these projects is "Let's Feel the Joy of a Convertible!" which has been held since 2007 to convey the excitement of cars and driving to these children and give them a happy and enjoyable experience. Also, Mazda employees have annually participated in the "Santa Project." This project was launched at Mazda's initiative in 2003 and is now organized jointly by 18 companies and organizations primarily in Kanagawa Prefecture. In 2016, the "Santa Project" started in Tokyo as well. Mazda has taken part in it, jointly held by seven companies and organizations.

FY March 2017 Results:

- A total of 25 volunteers, including present and former Mazda employees and Mazda vehicle owners, participated in "Let's Feel the Joy of a Convertible! 2016" held in November. The event featured activities for children in orphanages (with their caregivers) such as riding in a Roadster (MX-5 overseas) with the top down along an around 20 km-course including the Yokohama Bay Bridge, followed by a five-a-side football game played at MRY, with an official ball used by the Rio 2016 Paralympics.
- A total of 27 volunteers participated in "Tokyo Santa Project" in November, including Mazda vehicle owners and Mazda employees. Together with participants, the volunteers drove Mazda Roadster vehicles in Tokyo, decked out with Christmas decorations. Also, Mazda held a traffic safety class for children, in collaboration with the Metropolitan Police Department and the Marunouchi Police Station. **d**
- A total of more than 300 volunteers participated in "Santa's Come to Town! 2016" in December, including Mazda vehicle owners as well as Mazda executive officers and employees. All participating volunteers were dressed in Santa Claus and reindeer costumes, and participating companies and groups put various ideas into the event. Mazda members were split into "driving Santa" and "visiting Santa" teams, with Mazda Roadster and Demio (Mazda2 overseas) vehicles decked out with Christmas decorations. The driving Santas took passengers from the Single Parents and Children's Welfare Association and orphanages in Yokohama City on a drive around the Minato Mirai 21 area. The visiting Santas paid visits to four orphanages in Yokohama City, where they handed presents to children, performed music and played games, deepening their friendly relations. **e**

Support for the 33rd and 34th Roadster Charity Flea Markets Community

Objective: To help Mazda vehicle owners conduct voluntary social contribution activities, by offering MRY as a venue

Initiatives: Mazda has provided MRY as the venue for the Roadster (MX-5 overseas) Charity Flea Markets held under the auspices of participating Mazda vehicle owners and the Company. Mazda presents a booth staffed by volunteer employees.

FY March 2017 Results:

In April and October, the events were held with around 500 participants (including 17 employee volunteers). At the Mazda booth, volunteer employees sold daily articles and Mazda merchandise gathered with the help of employees, as well as sweets made in local work facilities for people with special needs located near MRY. (A portion of the proceeds from the flea markets was donated to orphanages, and was also used to promote exchange activities between children of single-parent families and Mazda vehicle owners.) **f**

d Traffic safety class



e Driving Mazda Roadster vehicles in Yokohama Chinatown decked out with Christmas decorations



f Support for the Roadster Charity Flea Market

